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Role Perceptions of the Alabama Cooperative Extension Service by Selectedcounty Officials and Extension Agents.

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ROLE PERCEPTIONS OF THE ALABAMA COOPERATIVE
EXTENSION SERVICE BY SELECTED COUNTY
OFFICIALS AND EXTENSION AGENTS

A Dissertation

Submitted to the Graduate Faculty of the
Louisiana State University and
Agricultural and Mechanical College
in partial fulfillment of the
requirements for the degree of
Doctor of Education

in

The Department of Extension Education

by
Elmer Oscar Strickland
B.S., Auburn University, 1956
M.Ag.Ed., Auburn University, 1960
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ABSTRACT

The primary concern of this study dealt with the perceptual views of selected county officials and Extension agents regarding the extent to which uniformity or differences of opinion existed with reference to future Extension programs, objectives and mission. Specifically, perceptions were sought with regard to:

1. Familiarity with the thirteen major areas of Extension work in Alabama and opinions relating to future manpower resource allocations within the major areas of work.
2. The present Extension Service involvement and future obligation to urban and rural clientele.
3. The Extension Service role, responsibility, and function in the future as related to:
 - a. Alabama's expanding industrial efforts.
 - b. Structural arrangements to meet the needs of clientele.
 - c. Obligation to the disadvantaged.
 - d. Teaching methods to better reach clientele.
 - e. Relationships with allied organizations.
 - f. The Extension Service image as a worthwhile and helpful organization in Alabama.

It was found that there were wide variations of opinion among the respondents relating to the variables considered in the study. Categories of agreement were found to exist between County Extension

Chairmen and Extension Farm Agents, Associate County Extension Chairmen and Extension Home Agents, and County Commission Chairmen and Extension Council Presidents.

The findings suggest that most respondents viewed the Extension Service in future years in the traditional role of agriculture, home economics, and 4-H Club work. State Staff Specialists were the only respondent group who tended to depart significantly from this viewpoint.

The study revealed a lack of communication between male and female Extension employees regarding familiarity with respective program responsibilities. It was found that County Extension Chairmen were more fully familiar with the total Extension program than was any other respondent group.

The study noted numerous areas in which County Commission Chairmen and Extension Council Presidents were unfamiliar with present Extension Service operations, implying the need for an improved public relations program on the part of the Extension Service with these two groups.

It was found that the highest order of importance for program emphasis in the future should be placed on (1) Improving Farm Income; (2) Marketing, Utilization, Distribution, and Farm Supply; (3) Food and Nutrition; and (4) 4-H Youth Development.

The findings revealed that additional manpower emphasis was needed in the future with average size family farmers and small subsistence farmers. In a similar manner, more time was suggested for rural farm families.

It was found that the Extension Service should be involved in industrial development provided manpower allocation to the rural sector is maintained.

The findings implied that there is substantial support for programs for urban youth.

A strong sentiment was found among respondents for maintaining Extension agents primarily in county units. There was little support for area or multi-county staffing.

The findings revealed that any funds allocated in the future to assist the disadvantaged should come from new revenues and not from funds already allocated to other clientele categories.

Data obtained in the study implied a feeling that the Extension Service should not seek to maintain control over those groups that it organizes and assists in the development of their operations.

It was found that the major area of opportunity for in-service training was a better understanding of the Extension Service's role and responsibilities in the thirteen major areas of Extension work and future trends in programs and organization.

The findings indicated that the strongest area of agreement among respondents was the fact that the image of the Extension Service in Alabama was good and that people look upon the organization as performing a worthwhile service to the people in the state.

CHAPTER I

INTRODUCTION

The Cooperative Agricultural Extension Service¹ in Alabama is an educational organization supported by local, State, and Federal governments. It is an integral part of the Land-Grant University and has responsibility for extending the resources of the University to the people of Alabama's sixty-seven counties. The Extension Service is concerned with the growth and development of people. Its aim is to help people help themselves. Its job is to assist people to discover and analyze their problems and to devise ways and means to solve these problems through their own individual and group action (24, pp. 7-8).

The Extension Service is not a new organization. In fact, there are examples of Extension work being conducted as far back as the colonial period. The philosophy of today's Extension Service reflects the ideals of the early leaders of America. Thomas Jefferson believed that the strength of the nation was its agricultural resources and that the farmer was important in the development of the nation. This belief has been shared by others since, and has been a major factor in the establishment of the Land-Grant College systems, the Extension Services, and other agricultural programs.

¹The official name of the work is Cooperative Extension work in Agriculture and Home Economics. Hereafter, when referring to the work, the term Extension work will be used. When referring to the organization which conducts Extension work, the term Extension Service will be used. The personnel who are engaged in this work will be referred to as Extension agents.

Evolution of the Extension Service

Innovation and change, looking to the future, have always been prominent in American agriculture. As far back as 1862, the nation's agricultural interests were of concern to the National Congress (35, p. 1). During that year, the Department of Agriculture was established; the Land-Grant Act, and the Homestead Act were passed. Each of these was an effort to provide assistance to the individual farmer to better provide for his family and to strengthen the nation.

The passage of these acts was accomplished because there were groups interested in the improvement of agriculture. The United States Agricultural Society, organized in 1852, became an important force in the establishment of the Department of Agriculture and in the passage of the Morrill Act.

Both the Land-Grant colleges and the Department of Agriculture started Extension-type activities. The Department of Agriculture established experimental farms, expecting the farmers to adopt improved practices. Later, Dr. Seaman A. Knapp developed the farm demonstration method. This method produced phenomenal results and drew wide acclaim. In the South, demonstration agents were placed in many counties by the Department of Agriculture.

The Land-Grant colleges also became involved in Extension activities. The colleges sponsored farmers' institutes, short courses, farmers' weeks, reading courses, clubs, agricultural trains, fair exhibits, and cooperative experiments by farmers. These were important attempts to provide farmers with the latest research results.

Dr. Kenyon Butterfield, as Chairman of the Committee on Extension of the Land-Grant Colleges Extension Committee, was influential in providing leadership in the development of the Cooperative Extension idea. Dr. Butterfield, probably more than anyone else, is responsible for the organization of Extension work in the United States (35, p. 2).

The passage by the National Congress of the Smith-Lever Act of 1914 provided the enabling legislation for Extension work. The basic provision of the Act is as follows (8, p. 426):

The Cooperative Agricultural Extension work shall consist of the giving of instruction and practical demonstrations in agriculture and home economics to persons not attending or resident in said colleges in the several communities and imparting to such persons information on said subjects through field demonstrations, publications and otherwise; and this work shall be carried on in such a manner as may be mutually agreed upon by the Secretary of Agriculture and the States Agricultural College or Colleges receiving the benefits of this Act.

The Smith-Lever Act was a unique piece of legislation. It combined two efforts attempting to improve the agriculture of the nation. Each of these groups, the Land-Grant Colleges and the Department of Agriculture, had approached the agricultural problems differently and each showed some jealousy of the other. The strengths of each were combined in the law, and the arrangements were later agreed upon. The combination of the knowledge of the colleges and the local professional workers located in the counties proved to be the strength of Extension at that time and for many years to come. Congressman Lever placed the whole concept of the Cooperative Extension System into proper perspective when he debated his legislation on the house floor:

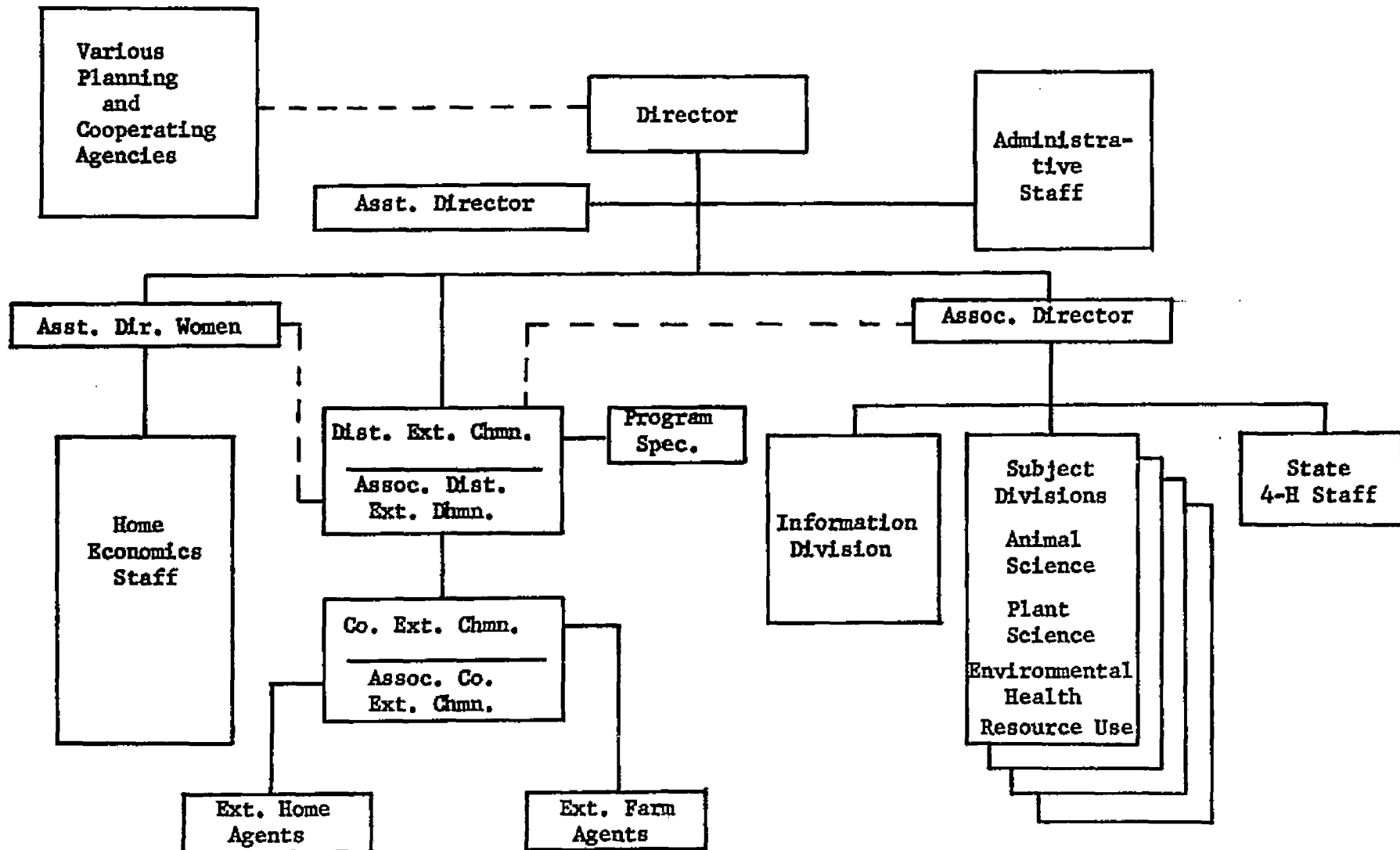
This bill proposes to set up a system of general demonstration teaching throughout the country. The agent in the field

is to be the mouthpiece of the college through which the information will reach the people -- the man, woman, boy, and girl on the farm. You cannot make the farmer change the methods which have been sufficient to earn a livelihood for himself and his family for many years, unless you show him, under his own vine and fig tree as it were, that you have a system better than the system which he himself has been following.

Prior to the passage of the Smith-Lever Act, Alabamians were becoming increasingly concerned about the plight of its rural citizens. In 1911 the Alabama Legislature responded to this concern by authorizing funds for work in the state by virtue of local experiment laws. Title 2, Section 649, Code of Alabama 1940, made provisions for the creation of the Auburn University Cooperative Extension Service, while Section 650 prescribes the objectives, purposes, and duties of such an agency. Under Sections 640 and 641, legislative action authorized Boards of County Commissioners to appropriate and make available from the general fund of the county certain sums of money, as specified in an election held for this purpose in the counties. These funds were specifically designated to be used to employ county farm and home demonstration agents and to pay bills incurred in developing and carrying out a comprehensive, county-wide program for improving the agriculture and farm life of the county.

Since the Extension Service was created in the United States and Alabama, it has progressed from demonstrations of certain methods on crop and livestock production to a highly complex program in economics, public affairs, marketing, family relations, health, recreation, and many other subject areas. The number of Extension agents has grown in most counties from a staff of one employee to a staff of at least four professional employees. The administrative, supervisory, and specialist staffs have grown likewise, Figure 1.

Figure 1. ORGANIZATION CHART-COOPERATIVE EXTENSION SERVICE



A memorandum of understanding exists between Auburn University and the United States Department of Agriculture. This legal document outlines a cooperative relationship between the United States Department of Agriculture and Auburn University in organizing and conducting Extension work in Alabama. Under terms of this memorandum, Auburn University must use Federal and matching funds to implement plans jointly approved by the State Director of the Extension Service and the Administrator of the Federal Extension Service.

A second memorandum of understanding exists between Auburn University and the sixty-seven County Commissions in Alabama. Generally, Auburn University agrees to provide personnel, office supplies, educational materials, and to consult with the local commissions before making personnel changes. The County Commissions agree to appropriate a specific sum for personnel salaries, provide office space for employees, and to furnish a specified maintenance account for telephone and other miscellaneous office expenses. In some counties, a travel fund is also allocated to Extension workers.

Numerous legislative acts at state and federal levels have been passed over the years to provide financial support to the organization. Financial support from these legislative acts has come from three primary sources -- Federal, State, and County appropriations. In 1915, the total appropriation to Extension work nationally was \$3,597,000 -- 41 per cent of which came from Federal appropriations, 29 per cent from the states, and 22 per cent from county allocations. Eight per cent was provided from non-public sources. By 1962, the total amount of funds available to the Extension Services from all sources was \$159,227,000, including a

Federal appropriation of \$58,913,000. During the subsequent eight years, the Federal funds alone were more than doubled to an appropriation of \$131,484,000 (19).

Alabama's total Extension budget presently exceeds \$9,100,000. This represents proportionate appropriations of 49.26 per cent from the Federal government, 35.69 per cent from state government, 12.92 per cent from county governments, and 2.13 per cent from non-public funds (13).

Increased Federal appropriations in recent years have been designated for greater emphasis on such programs as 4-H Club work, farm and home development, marketing, rural areas development, and forestry. Consequently, additional personnel have been employed and other resources directed to expanding these phases of the program.

A careful analysis of the Extension Service since its inception clearly indicates that the organization has never been a static one. Changes have occurred because the program has been a people's program, and their needs have changed. The years ahead indicate new or changing needs unlike those of the past. The strength of the Extension Service over the years has been in its ability to adapt to changing conditions and serve the needs of clientele. The future survival of the organization will be determined by its ability to continue to do so in the future.

THE PROBLEM

Purpose of the Study

The purpose of this study was to provide Extension Service administrators in Alabama with specific reactions of key individuals in the state who are, or likely will be, involved in Extension programs of the future. Apps (14, p. 4) offered an observation of a national problem in

Extension which has implications to the purpose of this study:

Lately, Extension seems to be spending a lot of time defending itself. Whether it's a new program thrust, a new way of organizing resources, or a new way of defining a particular Extension staff position, Extension has found itself in the difficult position of defending why the decisions were made.

The problem is how to keep Extension's clientele, community decision makers, power structure, and other organizations informed about what it's doing, and, if appropriate, involved in making the decisions. In a sense, it's answering the questions before they're asked so we have more time to work on programs rather than developing strategies for defending past activities.

This study, then, purported to determine from key individuals, namely, Extension workers, Extension Council Presidents, and County Commission Chairmen the extent of their knowledge, awareness, and degree of familiarity with Extension program areas in Alabama. From this determination, administrative officials will be better informed in making logical decisions relating to program development and implementation for the immediate years ahead in meeting the needs of clientele in Alabama.

Statement of the Problem

Amidst rapid social and economic developments, evidence exists that conditions under which the Extension Service in Alabama operates are changing. There exists uncertainty as to the extent of understanding Extension workers, Extension Council Presidents, and County Commission Chairmen have in relation to these changing conditions as they affect the future operation of the Extension Service in Alabama. Therefore, this study specifically addressed itself to the problem of determining the extent to which these three groups possessed uniformity or differences of understanding with reference to future Extension programs, objectives and mission.

The research involved a major objective of providing a guide based on the results of the study for administrative officials in Alabama to follow when and where advisable in the reallocation of Extension resources. Nine major areas were explored:

1. Areas of Extension Work

An indication was sought from respondents as to their familiarity with the thirteen major areas of Extension work in Alabama and their opinions as to the manpower emphasis that should be allocated to each area during the next decade. Specifically, the research was interested in determining whether or not areas of Extension work existed in which respondents felt were not needed in the state. In addition, a time allocation of available Extension resources was sought on those areas of Extension program emphasis which respondents felt were of importance to the state.

2. Resource Allocation Among Income Levels

The research concerned itself with respondents' perception of Extension manpower resource allocation among large commercial farmers, average size family farmers, small subsistence farmers, and part-time farmers. A determination was sought as to the extent of familiarity of respondents with the amount of time presently spent by the Extension Service with these income groups. Further, opinions were obtained regarding the Extension Service's obligation to these groups with specific attention to manpower resource allocation among the income groups.

3. Rural vs. Urban Obligations

Respondents were queried as to their present knowledge of Extension efforts among rural farm families, rural non-farm families, town and village families and urban families. An indication was then sought projecting to the years ahead and the time resource that might be allocated to each group. Of particular interest to the study was the respondents' views related to urban clientele since this group has traditionally been outside the umbrella of Extension responsibilities and is increasing in rapid numbers in the state.

4. Industrial Development

An indication was sought from respondents as to their perception of the Extension Service's obligation to Alabama's industrial efforts. Specifically, the research was interested in determining whether the Extension Service in the state should concern itself with programs outside the traditional agriculture, home economics, and 4-H areas.

5. Structural Arrangements

Of particular interest to the study was the respondents' perception regarding the structure of the Extension Service in Alabama to meet the needs of clientele. The research was particularly interested in opinions as to whether present county staffing arrangements can meet the demands of clientele in the future. If not, what alternative structural arrangements are available to meet these needs? Additionally, the possibility and need for additional personnel were explored.

6. The Disadvantaged

Amidst the clamor of recent years, the study sought a response as to the extent of the Extension Service's obligation to the disadvantaged. Specifically, to what extent does Extension have an obligation to this group, and should Extension be developing educational programs for low-income clientele of a similar nature to those programs of other educational agencies?

7. Teaching Methods

The study was also concerned with educational teaching methods designed to reach clientele in the years ahead. Respondents were asked to react to the increased use of mass media, area shortcourses, and additional publications to reach the growing population of the future.

8. Allied Organizations

Respondents were made aware of the fact that many allied organizations now in existence were initiated by Extension efforts in the past. Namely, Farm Bureau, Soil Conservation Service, Forestry Service, various livestock and commodity associations, marketing groups, etc. A response was sought as to whether the Extension Service should maintain control and set policy of these groups once organized.

9. Extension Image

The study was interested in the respondents' perception of the Extension Service image in Alabama. This item in the research study was of particular interest for two reasons.

First was the fact that additional financial resources depend to a large degree on a favorable image, and second, a scale was needed with which to measure the effectiveness of the Extension program in the state.

Scope of the Study

This study included all academic or professional Extension agents in Alabama. A total of three hundred and ninety-eight county Extension agents and one hundred and two state staff specialists were involved. Non-academic personnel were excluded from the study since their responsibilities are more of a supporting role and not directly involved in the projection of program decisions of the organization.

Forty of Alabama's sixty-seven County Extension Council Presidents were randomly selected for interviews relating to the study. A like number of County Commission Chairmen were also included.

Definition of Terms

The following terms used in this study are defined to assist the reader in the interpretation of this study.

Cooperative Extension Service - An educational organization funded by Federal, State, and county governments whose responsibility is to serve as the educational arm of the United States Department of Agriculture and extend the resources of the State Land-Grant institutions to the people.

4-H Club Work - A youth program for young people ages 9-19 conducted under the auspices of the Cooperative Extension Service.

Program Development - A process which includes planning the Extension program, the execution of the program and the continuous evaluation

of all steps in the planning and execution of the program by the Extension agents and the people of the county.

County Extension Council - Leaders representing various commodity special interest groups, or geographical areas who meet formally with County Extension Agents for the purpose of program development and execution. Officers are elected to represent the council.

County Extension Agents - Employees of the Cooperative Extension Service who extend educational information at the county level to farmers, homemakers, 4-H Club youth, and others.

State Staff Specialists - Employees of the Cooperative Extension Service who have specialized in specific commodity or special interest areas and serve the organization on a state-wide basis in disseminating research information to county Extension agents.

County Commission - Elected county officials who are authorized and charged by law with the responsibility of allocating tax monies and the conduct of other matters relating to the administration of county government.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The purpose of this study was to develop a suggested role or course of action for the Cooperative Extension Service in Alabama to follow during the decade of the 1970s. The perceptual framework with which Extension agents, County Extension Council Presidents, and County Commission Chairmen view the organization was the basis upon which the course of action was determined.

Numerous books, studies, theses, professional articles, and speeches were reviewed in order to formulate a logical rationale for the study. Several studies have been made by researchers in the United States addressed to the question of perception of the Extension Service by various groups. None have dealt collectively with the groups included in this study.

Perception as related to programming and structural arrangements of the Extension staff has always been uppermost in the minds of Extension administrators. State Extension Directors have, over the years, supported in-depth perceptual studies to cope with this problem in an attempt to gather and interpret facts which they could use in directing Extension programs.

Perception Defined

Daniel Webster (11, p. 318) offers a definition of perception that should be cited and used as a benchmark around which a logical rationale

may be developed: "Perception refers to the ability to grasp mentally or to become aware of through the senses. It is the faculty of gaining knowledge and insight."

Aside from the dictionary definition, Dember (4, p. 3) takes the position that perception is difficult to define because it depends on the role that perception plays in one's general system of psychology: "Perception is not a simple scientific concept but a more complicated construct, whose main function is to help organize knowledge and thereby facilitate communication."

Building on Webster's definition, Allport (1, p. 14) states that perception has something to do with our awareness of the objects or conditions about us:

Perception is dependent to a large extent upon the impressions these objects make upon our senses. It is the way things look to us, or the way they sound, feel, taste, or smell. But perception also involves, to some degree, an understanding, awareness, a "meaning" or a recognition of these objects.

This study was concerned with individual perceptions. Stodgill (10, p. 72) takes the viewpoint that individual perceptions of a situation are influenced by the individual's experience, environment, and his conscious or unconscious values and goals:

Individuals tend to formulate judgments in terms of scales of estimate that appear to be related not only to the objective situation but also to their past experiences. Thus, an individual's perception of a situation is determined both by the information that he derives from the situation and by the set or expectation in terms of which he views the situation. The desirability of a situation is estimated in reference to internalized scales and norms of value which are determined by past experience. That which conforms to these norms tends to be most readily perceived, and that which departs from the norms tends to be rejected.

Other authorities have offered their concept of perception. According to Kelley (21, p. 248): "Perception is that which comes into consciousness when stimuli, principally light or sound, impinge on the organism from the outside."

Koch (7, p. 402) refers to perception in the following manner: "Perception is a hypothesis or prognosis for action which comes into being in awareness when stimuli impinge on the organism."

Hilgard (5, p. 587) describes perception in a fuller context:

Perception is the process of becoming aware of objects, qualities or relations by way of the sense organs. While sensory content is always present in perception, what is perceived is influenced by set and prior experience so that perception is more than a passive registration of stimuli impinging on sense organs.

For this study, Hilgard's concept of perception will be used.

Perceptual Influence

Accepting Hilgard's definition of perception, several concepts relating to perceptual influence should be reviewed in the development of a logical rationale of perception as it relates to Extension agents, County Extension Council Presidents, and County Commission Chairmen.

Combs and Snygg (3, p. 20) describe the concept of perceptual field as the unique world of personal experience:

Perceptual field includes the individual's world of personal experience including the entire universe as experienced by the individual at the instance of action. The individual's perceptual field is in a continual state of change, and what he is aware of at any given moment depends largely upon his immediate needs. The perceptual field also has stability which comes from the organism's tendency to impose order and meaning on its universe. The private world of experience is "reality" to the individual.

In addition to Combs and Snygg's concept, Coleman (2, p. 186) views the perceptual field as having three important characteristics:

The individual's perceptual field will always have three important characteristics:

1. It is selective
2. It is organized
3. It is meaningful.

The concept of selective vigilance as it relates to perceptual influence was advanced by Bruner and Postman in 1947 (17, p. 305).

They coined the phrase "selective vigilance" to refer to:

. . . any given situation in which the organism singles out what it considers to be the environment's most relevant aspects. The perceptual field includes only a small part of the total range of percepts available as far as the objective situation is concerned. Attention is focused on some parts rather than others, and only a fraction of the stimulation from within the organism and field gets through. Selection tends to be made on the basis of interests, needs, assumptions, attitudes, momentary motive patterns, and mental set.

Bruner and Postman later introduced the concept of perceptual defense in a 1955 article relating to tension and tension release (18, p. 142).

The individual is sensitive to stimuli that seem useful in adjustment, but tends to resist information that is contradictory or threatening. He will probably be insensitive to a situation that tends to lower his self-worth or is contrary to his desires and aspirations, while he may be very sensitive to stimuli or events that tend to support him. Any study of perception must include attitudes since the individual perceives social situations in terms of his own past experiences, values, and purposes.

Perceptual influence is also affected by the concept of response salience referred to by Secord and Backman (9, p. 16). Response salience, according to them, is a more neutral term than such concepts as attitude, expectancy, meaning, instructions, and hypothesis:

Stimulation does not fall on a passive receiver. The individual is prepared for certain kinds of input which are dealt with on the basis of this preparation. Response salience applies to contemporary factors that facilitate or interfere with particular responses. The readiness with

which a particular response occurs is a function of both contemporary factors and previous experience of the organism with that response. Given some information about part of a particular stimulus pattern, the total pattern can be reconstructed under the influence of previously established relations. Response salience is heightened as a result of need arousal. The stronger the need or motive of a person to perceive certain goals, the more sensitive he becomes to slight cues pertaining to such objects.

The concept of perceptual accentuation has relevance to perceptual influence. This concept was advanced by Jones (6, p. 236) and has reference to perception as related to one's values:

Things are seen more quickly or in more accentuated form when they support one's values than when they run counter to them. The individual tends to see desired things more rapidly than neutral things, to accentuate the attributes that make them more vivid, and to have difficulty seeing unpleasant and threatening objects.

Regarding perceptual accentuation, Allport (1, p. 348) pointed out that the value of an object to the individual tends to determine its perceived magnitude, and that the perceived dimensional properties of an object are accentuated by the relevance of that object to some need of the individual. One of the most influential studies in this area was conducted by Bruner and Goodman (16). They found a tendency for all subjects to accentuate the size of valuable coins more than those of lower value and a tendency for poor children to accentuate the size of all coins more than rich children.

As previously stated, this study accepts Hilgard's definition of perception in that it takes into account the experience factor of the individual in addition to his sensory factors. The study also accepts the perceptual influence concepts of perceptual field, selective vigilance, perceptual defense, response salience, and perceptual accentuation as

having a definite influence on the respondents dealt with in this study. The study, then, proceeds with the awareness that the perception of Extension agents, Extension Council Presidents, and County Commission Chairmen is dependent upon sensory and experience factors and that perception must include attitudes due to the individual's perceived social situations in terms of his past experiences, values, and purposes.

Self-Studies in the Extension Service

At least three major intra-organizational perceptual self-studies have been conducted by the Extension Service since its inception. These studies were collectively initiated by Extension administrators in the United States and designed for the purpose of providing in-depth inventories of the Extension educational effort and realignment of overall emphasis toward desired goals or objectives.

The first in-depth self-study was conducted in 1946. At that time, a ten-man committee reviewed the scope of Extension's educational responsibility in nine major fields. The study was commonly known as the "Kepner Report", since it was conducted under the supervision of Mr. P. V. Kepner, Deputy Administrator of the Federal Extension Service.

The Kepner Report (22, p. 12) concluded that certain adjustments were needed at that time in the distribution of total Extension effort if the Extension Service was to maintain a well balanced program of educational services. These adjustments were outlined under three major areas as follows:

1. A maximum increase in Extension emphasis in the fields of economic problems and public policies; marketing and distribution; certain segments in the field of social relations, adjustments, and cultural values; farm homes and buildings, and health, particularly with respect to developing a better

understanding of the total rural health situation, and methods of improvement through group action.

2. A moderate increase in emphasis in the fields of conservation of natural resources, farm and home management, rural organization, and leadership development.
3. Less emphasis in the field of production techniques.

The Scope Report, published in July, 1959, was the second major self-study of Extension. It identified the scope and responsibilities of Extension in production, marketing, resources, management, leadership, youth, family, community, and public affairs. This report was a part of a systematic analysis which began in 1958 when the fifty-one State and Territorial Cooperative Extension Services and the Federal Extension Service issued a statement on the scope and nature of their responsibilities. The study had the cooperation and support of the Extension Committee on Organization and Policy and of the Federal Extension Service. It represented the thinking of leading Extension workers on how, where, what, and with whom the Cooperative Extension Service would be working with for years to come.

The report stated that new programs would be needed in the future which cannot be handled by traditional methods of staffing and organization (20, p. 46). Also, that programs for specialized clientele will put Extension in contact with new "publics" and require new talents and skills on the part of the Extension staff. Of paramount importance in the report was the fact that programs crossing departmental or organizational lines would be needed in the future. This factor would demand new techniques by the Extension Service for drawing on the abilities of people from widely varying backgrounds in the total educational field.

The study felt that training of personnel would increase in importance. Specifically, the following observations related to training were made in the report (20, p. 47):

1. The Extension staff of the future will have more specialized personnel at every level.
2. Regular training at the post-graduate level will be expected of virtually all Extension workers.
3. Training must go beyond technical subject matter for the expanded job of adult education that Extension must be prepared to do.
4. Training must be continuous in order to keep abreast of changing technology.
5. Some re-training will be needed to give certain Extension agents new skills or knowledge to handle specific changes in their jobs.
6. One goal of every training program must be to get the individual Extension agent to re-examine and re-define frequently his own job, the scope of his responsibilities, and his relationships with others.

Organization and administrative support was dealt with in the study. The report concluded that traditional administrative structure may not be adequate for the future. Specifically, the following recommendations were made relating to this item (20, p. 47):

1. Vigorous and enterprising leadership, alert to sense emerging needs, anticipate desirable changes of emphasis, and stimulate the whole staff to keep a flexibility of programming will be needed that will yield a program designed for the present and future, not the past.
2. Effective coordination will be required with other agencies as Extension accepts responsibilities outside the narrow field of agricultural production and household practice.
3. Coordination among agents, specialists, and departments will be of paramount importance.
4. Long-range direction and planning will be needed for personnel, equipment, supplies, and teaching aids,

5. Regular review and evaluation of the Extension program and its personnel will be a necessity if progress is to be made.

The study concluded that new methods and procedures of Extension work will need new emphasis as new programs arise. Specific observations include the following (20, p. 48):

1. Sound program planning procedures will strengthen every aspect of Extension work.
2. Research has been, is, and will continue to be the basic resource on which all Extension programs draw.
3. The teaching methods used will need to be tailored to specific jobs to be done.
4. All teaching procedures must be continuously evaluated and improvements made in light of the evaluation.
5. In its work with mass media, the Extension Service will need to maintain a highly competitive level of professional importance.
6. With the growing complexity of problems with which it deals, the Extension Service must provide adequate materials and support for local leaders.

A final item in the report dealt with public agencies. The conclusion was drawn that cooperating public agencies will always have an important role to perform in Extension work. As the educational arm of the U. S. Department of Agriculture and Land-Grant system, Extension itself has specific responsibilities to these agencies. These include (20, p. 48):

1. To make sure its own people know the personnel and understand the mission of other agencies, and also fully understand their own educational responsibilities in connection with the work of other agencies.
2. To offer other agencies the opportunity to become fully familiar with Extension personnel and programs.
3. To provide research information and other specialized help needed by other agencies in their work.

4. To ask freely for appropriate help and advice and service from other agencies in connection with Extension projects and activities.

A third major self-study of the Extension Service was initiated in 1966. The Extension Committee on Organization and Policy (ECOP) asked the Executive Committee of the National Association of State Universities and Land-Grant Colleges (NASULGC) to support a national study of the Cooperative Extension Service by the Association and the United States Department of Agriculture. The study was requested by the Extension Directors in an effort to obtain a top level analysis of Extension's present posture and the role it may be expected to perform in the decade ahead. This study, unlike previous self-studies, dealt with a more detailed comprehensive analysis of the Extension Service in the United States. A report was made by the joint study committee in November, 1968, under the title of "A People and A Spirit."

The report offered numerous recommendations on the Extension Service role and responsibility for the years ahead. One such recommendation dealt with role and relationship responsibilities of the organization (12, p. 90). Regarding this point, the following observations were made:

1. When the USDA or the universities contemplate major changes in program scope, direction, organization, or operations substantially affecting the Cooperative Extension Service, the other partner should be fully involved in the decision.
2. The Cooperative Extension Service should be the "educational arm" of the USDA and educational support arm for other governmental agencies.
3. Extension should make conscious and deliberate efforts to strengthen the local Cooperative Extension Service office in its role as a primary source of information and focal referral point for the many programs involving direct relationships between units of government and the people, especially in rural areas.

4. The local Cooperative Extension Service office should be the public's point of contact for the entire Land-Grant University.
5. The existing relationships with county governments should be maintained. Efforts should be made to involve more city governments in the financial support of Extension programs, especially those which are directed more toward urban audiences.
6. The appropriate point for administration of various Extension functions funded from different sources within the Federal government should be at the university level.
7. The university administration should develop administrative mechanisms which will provide access to and support from all colleges and departments which have competencies relevant to the Extension function.
8. Continued official affiliation of Cooperative Extension with the Extension Section of the Division of Agriculture of the National Association of State Universities and Land-Grant Colleges is appropriate for the USDA-related role.
9. The present relationships with county governments should be maintained, but more city governments should be involved in financial support of Extension programs directed at urban audiences.
10. The organizational structure of the council on Extension of the NASULGC should be modified to provide for participating membership for Directors of the Cooperative Extension Service or their representatives in addition to continued membership in the Division of Agriculture.
11. A close and continuing working relationship should be maintained between the Extension Committee on Organization and Policy and the Office of International Programs of National Association of State Universities and Land-Grant Colleges.
12. The Cooperative Extension Service should give increased attention to staff training and development.
13. The Cooperative Extension Service should cooperate more closely with other agencies and institutions.

The report dealt in part with some rather bold recommendations which departed from traditional methods of operation (12, p. 91). Among these was the recommendation to employ more specialized area agents; to upgrade

the professional competency of all personnel with advanced or specialized degrees; to increase the use of specialists holding joint research, teaching, and Extension appointments; to experiment with new organizational structures such as multi-county staffing and specialist teams; to increase the use of consulting teams on a contract basis for special problems; to increase the use of non-Extension personnel hired for specific work on a part-time, one-time, or periodic basis for help in disciplines not available on the regular staff, and to make the best use of available staff members by utilizing new electronic teaching devices, new communications systems, and new teaching techniques. These recommendations were made for all program elements within the Extension Service.

Specific program element recommendations were made for agriculture and related industries, social and economic development, quality of living, and international Extension (12, p. 91). Regarding agriculture and related industries, the following recommendations were offered:

1. Increased program emphasis in marketing and farm business management.
2. Reduction of the relative percentage of effort in husbandry and production programs.
3. Take more advantage of the capability of commercial agricultural firms to provide a part of the technological information needed by farmers.

For social and economic development, the committee recommended (12, p. 92):

1. Expanded efforts in educational programs of social and economic development.
2. More effort to assist low-income farmers in decisions other than agricultural production, including selection of alternative vocations.
3. Expanded program activity dealing with natural resources and the environment.

4. Build upon Extension strengths in rural areas, but also increase the commitment to the central city in the years ahead.

The report recommended expanded Extension programs of youth and family education (12, p. 92). Also, a recommendation was made to expand sharply the educational programs to help the disadvantaged and the alienated. Other quality of living recommendations included:

1. Emphasis on the disciplines of social and behavioral sciences as well as those of home economics in filling positions to support future programs related to the family.
2. Assignment of personnel to work in Extension youth programs who are qualified in disciplines relevant to the education and motivation of youth.
3. To adapt and expand 4-H as well as provide additional youth educational activities where 4-H is not a suitable mechanism for meeting specific problems.
4. For the Extension Service to undertake continuing national, as well as state, dialogue with leaders of cooperating organizations to seek ways by which each organization can assist in meeting the emerging broad human development problems.
5. The Extension Service should conduct programs in the quality of living category in urban, as well as rural, areas.

International Extension recommendations were made in the report.

The committee felt that the Extension Service should evolve long-range program strategy for the United States overseas agricultural development programs. Also, efforts should be made to adapt existing United States institutions, including Cooperative Extension Service, to long-range over-seas programs of agricultural development (12, pp. 92-93). The committee felt that major initial emphasis in Extension programs abroad should be directed toward increased agricultural production and marketing. The report saw a need for the involvement of private industry in the

international Extension effort. It therefore recommended a program to develop Cooperative Extension field support for approved agricultural development activities sponsored by private industry in other nations.

Special recommendations for the total Extension Service were offered in the concluding portion of the report as follows (12, p. 93):

1. The Cooperative Extension Service should increase its emphasis on programs designed to motivate and otherwise assist the disadvantaged and the alienated.
2. Special funds should be made available to each state Cooperative Extension Service for the express purpose of working with other colleges and universities in the state that possess the needed competencies to help Cooperative Extension achieve its stated objectives.
3. The predominantly Negro Land-Grant Colleges should be given greater opportunity to contribute to solution of problems. Additional funds should be provided to substantially strengthen their overall capacity.
4. In those states where more than one Land-Grant institution exists, cooperative relationships should be developed which would permit an effective program partnership between the two Land-Grant institutions.

The Federal Extension Service initiated an Area Agent Study in 1965 for the purpose of evaluating the possibilities of multi-county area agent staffing for improving the efficiency and effectiveness of Extension work. The study was designed to provide guidelines for future consideration of this approach by State Extension Services, but did not possess the magnitude of the preceding major self-studies in the Extension Service. Thirteen states were included in the study.

The study proceeded with the basic rationale for undertaking area agent staffing as that of providing more specialized assistance to clientele in order to identify and deal with problems in greater depth. The study found that leading farmers and farm organizations felt that

Extension programs in agriculture should be strengthened in some states by the use of specialized area staffing.

Four general types or patterns for organizing area agent staffing for administrative and subject-matter responsibilities were identified as follows (15, p. 35):

- Category 1. Administrative responsibility to district supervisors with subject-matter leadership and assistance provided by State specialists or program leaders.
- Category 2. Administrative responsibility to county staff chairmen (or directors) with subject-matter leadership and assistance provided by State specialists or program leaders.
- Category 3. Administrative responsibility to area staff chairmen (or directors) with subject-matter leadership and assistance provided by State specialists or program leaders.
- Category 4. Administrative responsibility to and subject-matter leadership provided by State specialists or program leaders.

The organizational patterns of categories 3 and 4 represented a further move away from the traditional county pattern than did categories 1 and 2. The role of county lines and county programming was minimized in categories 3 and 4, while county structures were retained most clearly and strongly under categories 1 and 2. Area agents were found to function more like area specialists under category 1 than was the case under categories 2, 3, and 4.

Category 3, which utilized an area administrator, was found in five states. There was a high degree of acceptance and satisfaction with this type of organization. Only one observation was made of category 4. In this pattern, area agent communication lines and development of

programs obviously were highly oriented toward their respective subject-matter departments. Considerable emphasis was placed on developing new lines of communication and relationships between those directly involved in area agent operations and other Extension personnel at both state and county levels.

Important factors used in delineating geographic areas for multi-county programs were (15, p. 36):

1. The "natural" or socio-economic areas and main contact points of people.
2. Number of clientele to be served in the area.
3. Nature of the subject matter (dairy, plant pathology, etc.) or major Extension program area involved, such as agriculture, home economics, youth, etc.
4. Size of the geographic area as it affects travel distance.

Reasonable workloads were the primary basis for making geographic assignments. Specialized area agents were found to be assigned to part of a county, to a single county, or to a multi-county area.

Generally, costs did not increase significantly by the establishment of multi-county operations when area agent positions were filled by transferring existing county employees. In this case, increased costs were financed from State or Federal funds but counties generally did not diminish their share of total costs. In situations where the area agents were superimposed over the existing county staff, the increased costs were almost entirely borne by State and Federal funds. In two states studied, farmers paid fees for intensive educational services. In five states studied, all additional travel costs of area agents were paid by county funds, whereas in six states substantially all additional travel costs were paid from other funds.

The tendency of State administration to expect repercussions from counties because of the fear of higher costs of area agent work seemed not to be warranted. In several cases, county leaders indicated a willingness to increase appropriations if it meant a higher quality program.

Resistance of the Extension staff was the greatest barrier to implementing an area agent program. Full and sustained involvement and communication with the Extension staff appeared to be the more critical factor in gaining acceptance of the area agent approach and in successfully implementing its operation.

Area agent staffing was found to provide very competent specialized assistance on specific and complex problems. This was particularly true for agricultural programs directed toward the more progressive and advanced commercial farmers. In other programs, especially in marketing, multi-county operations were considered to be resulting in efficient and high-quality Extension work.

The image of Extension, both in the State and on campus, was improved as a result of area agent staffing almost without exception. After programs had been in operation for some time, clientele of agricultural programs were reported as being better satisfied with the Extension education than in recent years. Clientele of area agent marketing and resource development programs were also considered to be well satisfied with this approach.

It was reported that when clientele did express concern about area agent operations it centered mainly on the fear of losing their local agent that could be contacted freely and quickly at any time. For

agricultural and marketing programs, very little such concern was reported. In fact, there was some feeling that Extension was adjusting too slowly. It appeared that relatively more clientele opposition to area agent work had been expressed in regard to home economics and youth programs than for agriculture.

Compared to traditional county agents, the area agent assignments were generally more narrow in terms of either clientele or subject-matter responsibilities. In agriculture and marketing, area agent assignments were mostly on a vertical basis (i.e., by clientele). In other program areas, the assignments tended to be more nearly on a horizontal or subject-matter basis. The degree of satisfaction appeared to be somewhat greater in situations or program areas where area agents were assigned on vertical rather than horizontal or subject-matter basis. The implication was drawn that serious consideration should be given by administrators to assign area agents on a vertical basis.

Increased teamwork between disciplines tended to develop, particularly in agriculture, as the work of area agents became industrywide and problem centered rather than simply discipline centered. Thus, for example, state Extension agronomists, economists, agricultural engineers, and others were increasingly tuned into the programs of the dairy, poultry, and crops area agents according to the problems, and with a decreasing amount of work directly with agents and clientele on independent programs of their own.

Closer relationships with research were found at all levels, especially in the agricultural area agent staffing studied. Area agents were moving into the area of applied research rapidly. In addition to

carrying out the usual field trials and demonstrations, there was a definite feeling that doing more applied research was necessary in order to deal adequately with problems of clientele. Area agent staffing seemed to bring into sharp focus the question of the extent and degree to which the Extension Service, in general, should or must become involved in relation to research. The findings in this study indicate that applied research is necessary in order for Extension programs to make most effective contributions in many areas.

State specialists were found to be significantly affected by area agent staffing. They were expected to become "superspecialists" in basic disciplinary areas in order to give needed support to area agent programs. In general, they tended to become increasingly involved and influential in program development at the field level. State leadership in program development through the state specialists and program administrators was expected to play a more dominant role than before.

There were some differences in the amount of state specialists support provided to area agents. This may account for some of the differences in effectiveness of the area approach among the major program areas.

There were several indications that formal planning groups were being used less by area agents than has been the case in traditional county programs. Close touch was maintained with clientele as a guide in program direction and there was some movement toward area program planning. For agriculture (and possibly marketing), the hypothesis evolved that stronger local support and financing might be achieved through a combination of close relationships with clientele and a regular

reporting system to local appropriating bodies.

Increased flexibility in staffing seemed to be available to meet specialized needs or to serve special problem areas through the use of multi-county area agents. This flexibility came in part from the proportionately greater financial contribution from state and federal funds, and in part from having more positions to maneuver within a local administrative unit. The category 3 organizational pattern, with administrative responsibility to area staff chairmen, appeared to offer a higher degree of flexibility than the other categories.

Morale of area agents, with few exceptions, appeared to be excellent. Direct contact with clientele, identity with specific accomplishments, freedom of program development and operations, professional status, and higher salaries were factors leading to the higher morale. Generally, morale among state staff and other field staff was found to be satisfactory after area programs had been in operation for some time. However, there may have been strong morale impacts on the staff involved in other Extension program areas not shifted to an area basis. This raises a question as to whether multi-county staffing should be implemented for all program areas in a given geographic area. Further, going to a multi-county operation in part of a state may have morale impacts on county staff personnel in other parts of the state. This, in turn, raises the question as to whether area agent staffing should be implemented throughout a state simultaneously or on a step-by-step basis in organizing individual areas one at a time.

Organization of Extension programs at the field level on other than a county basis seemed to be a definite future possibility in the minds

of practically all Extension agents interviewed. However, the transition from present situations could go in many directions and may reach over a considerable time period. For example, an evolution toward area agent structure and programs need not result in loss of local offices. Local offices may well be set up according to given geographic and environmental conditions as part of an area administered organization. The study found that up to now very few county offices have been closed even though there was much concern that this would happen.

Many factors in the study point to the desirability of making a complete inventory of the present situation as to the needs and resources of a prospective area where area agent operations may be considered. The area situation could be analyzed in terms of overall goals and policy of the Extension Service in the state. In most of the states studied, some degree of overall evaluation and restructuring was under way, and area agent staffing was but a step in a more comprehensive reshaping of all the Extension services and off-campus education.

McIntyre (23, pp. 35-36), in summarizing his findings in a study of the county staff in Indiana, compared to the area staff in program effectiveness, found a somewhat different situation. He found no significant differences in program effectiveness between clientele in the individual county and the multi-county systems in Indiana. However, program effectiveness between known cooperators in the individual county system and known cooperators in the multi-county system was found to be significantly different in relation to participation, adoption, and satisfaction. No significant differences were found between the two

groups in their awareness of Extension. No significant differences in job performance of agents between the multi-county system and the individual county system were observed in relation to: (1) percentage of job time in external contacts, (2) percentage of job time providing service for the clientele, (3) score on a staff coordination index, and (4) methods of clientele contact used.

Significant differences in job performance of agents between the multi-county system and the individual county system were observed in relation to: (1) selected locations, (2) physical behavior, (3) administrative activities, and (4) mental outlook, attitude and behavior.

Related Perceptual Studies

Numerous perceptual studies by other researchers relating to the Extension Service were reviewed. Most studies dealt with only one specific group and the perceptual framework with which the group viewed a specific function or program element of the Extension Service. None dealt with the three collective groups contained in this study. Likewise none dealt with perception of the total Extension Service in a similar manner to this study. The studies reviewed were helpful, however, to this research in that implications were drawn from specific parts of individual studies regarding perception that possessed general application to the purpose of this study.

Biever (28) in a Wisconsin study dealing with the role of the County Agent as perceived by County Agricultural Committee members found committee members to perceive the Extension agent's most important activity to be that of providing information directly to the farmer. In relating the respondents' personal characteristics to role perception, Biever

found that those committee members living on small farms perceive the Extension agent's role as that of providing information. Contrasted to this is the larger farmer's perceived role of the Extension agent to be that of a teacher or educator.

Biever also found that the age of the respondent had a definite influence on their perception of the Extension agent's role. Older members were inclined to view the agent's role as disseminator of information, while younger members tended to regard the Extension agent as a trainer of leaders. Education also influenced perception. As the respondent's educational level increased, they tended to see the agent's role as a disseminator of information. The study suggested a relationship between size of farm, age, and education of individuals associating with the Extension Service and their perception of the organization.

Another study in Wisconsin by Barquest (26) deals with opinions of advisory committee members as related to education, tenure, and other selected factors. This study shows that the Extension agent's activity of providing information directly to farmers and training local leaders to be the most important roles of the agent as perceived by committee members. Committee members also perceived the most important function of the Extension Service to be that of providing information on specific problems. In a similar manner to Biever, Barquest's data suggested an association between perception and education and perception and age.

A California study by Lawson (37, p. 113) in 1959 sought to determine the perception of southern California commercial cotton farmers of the Extension Service purpose. Lawson found that the degree of involvement of the farmer in the Extension Service program and the farmer's

educational level were significantly associated with their understanding of the purpose of the Extension Service. He concluded that size of enterprise, age and tenure were not significantly associated with understanding the purpose of the Extension Service. Lawson stated:

The younger, more highly involved, higher educated, and larger farm operators tend to see the Extension Service purpose as interpreting results of research, while the farmers who see Extension's purpose as providing answers to specific problems tend to be older, less well educated, smaller farm operators, and not too highly involved with the Extension Service.

Another study relating to the perception of the Extension Service purpose was conducted in Wisconsin by Griffith (32). He found none of the five variables -- size of business, age, educational level, degree of Extension involvement or tenure in business -- to be significantly associated with respondents' perception of the Extension Service purpose.

Beavers (27, p. 159) in an Iowa County study conducted at the University of Wisconsin sought to determine Extension committee members' and Extension agents' perception of program planning. She concluded:

1. Higher educational level attainment of committee members had no relationship to individual perception of program planning similar to that of Extension administrators.
2. The greater the degree of previous involvement of the committee member in Extension activities, the more closely related the committee member's perception of program planning would be to that held by Extension administrators.
3. The greater the amount of training received by the committee member in preparing him for program planning, the more closely related the committee member's perception of planning would be to that held by Extension administrators.
4. Tenure of the Extension agent had no bearing on the relationship of the agent's perception of program planning similar to that of Extension administrators.

5. The greater the amount of training of the agent in program planning, the more closely related the agent's perception of program planning was to that held by Extension administrators.

In addition to Extension agents and County Extension Council Presidents, this study was also concerned with County Commission Chairmen. As stated earlier, no previous research studies were found dealing collectively with all three groups. Studies were found, however, dealing with two of the groups individually, but none were found addressed specifically to county government officials. Three studies were located dealing with state governmental officials and their perceptual views of the Extension Service. A report of this research is in order in that a correlation of the perceptual views of state officials may have similar application to county officials.

Blalock (29) and Smith (45) conducted studies that were concerned directly with perceptions of state legislators. The objective of these two studies was to describe and analyze legislator's perception of the North Carolina Agricultural Extension Service and to examine the relationship between the various components of perception and selected independent variables.

Blalock and Smith interviewed 145 of the 170 members of the North Carolina General Assembly concerning their perception of seven areas related to the Extension Service in North Carolina: (1) Extension purposes and objectives, (2) organizational structure and financing, (3) County Agent activities, (4) programs, (5) clientele, (6) knowledge of the Extension Service staff, and (7) appraisal of the organization's value. The major findings from these studies were (29, p. 147):

1. The majority of the legislators viewed the Extension Service as an educational agency but oriented toward farm people.
2. The legislators' level of understanding of Extension's organization and financing was relatively low.
3. Agreement was low between the legislators' perception of the importance of various program areas and the relative amount of time and effort that had been devoted to these areas by the county Extension staff.
4. The legislators generally had a high regard for the training and ability of the Extension Service staff.
5. Degree of knowledge about the Extension Service, degree of appraisal of the agency's value, and opinions concerning the scope of Extension's responsibilities all had some significant influence on the legislators' overall perception of the Extension Service.

White (48, p. 117) in a similar study in Alabama sought to determine Alabama legislators' perception of the Auburn University Cooperative Extension Service. This study found no association between respondents' perception of the Extension Service and their (1) years of legislative experience, (2) place of residence, (3) urbanization of legislator's district represented, (4) level of formal education, (5) occupation, (6) direct contact with the Extension Service, and (7) degree of conservatism.

White classified legislators into traditional, moderate, and emerging groups on the basis of factor analysis and their perception of sixteen selected program statements. The study hypothesized that urban respondents from rural areas would tend to have a traditional view. The opposite occurred. It appeared that those respondents who represented rural districts and had more frequent contact with the Extension Service programs felt that the agency did have something to offer their urban neighbors. It may be of unusual significance that those respondents

from urban areas did not indicate the same degree of confidence in Extension Service programs for urban areas as did legislators from the more rural areas.

Based on the study, White concluded the following (48, pp. 118-119):

1. Administrators in the Extension Service must not allow its programs to be too far ahead of the thinking of the members of the body upon which it is dependent for its financial support.
2. There are significant differences between the ways various legislators view the Extension Service and their perception of the associated factors relating to the organization. The influence of these factors should be important considerations of Extension administrators in the planning and development of new programs and in making organizational changes.
3. In any organized effort to change or strengthen legislator's perception of the Extension Service, the initial differences in perception and the factors responsible for these differences need to be kept in mind.
4. It seems essential that the Extension Service initiate a program for strengthening and improving its image by informing both the legislators and the general public of its efforts and accomplishments.
5. More effective methods of communicating with the legislators should be developed since a great proportion of respondents remarked that the Extension Service should make a larger effort to keep them informed of what the organization was doing.

Other perception studies were reviewed that were concerned somewhat with similar objectives to this study. These include studies conducted in the states of Montana, Kansas, Arizona, Ohio, California, and Alabama.

Studies by Dehnert (31), Quinn (42), Jenkins (33), and Cavender (30) were concerned with specific rather than broad objectives and functions. These studies indicated a continued focus on youth development and the dissemination of technology in agriculture and home economics.

Providing information on specific farm and home problems was perceived by respondents as the principal function of the Extension Service in the Montana, Kansas, and California studies. Teaching principles of farming was ranked second. Providing information and leadership for community services and activities and consulting in the analysis and management of total farm and home were of equal importance as viewed by respondents in these studies. There was less agreement among the studies on specific activities considered appropriate to the Extension program than was the case when respondents considered Extension objectives. These studies revealed a considerable variation as to how inclusive the Extension Service's programs should be, but general agreement that its programs must stem from a broader base than production technology.

Respondent groups studied by Rynearson (44), Amburgey (25), and Cavender (30), as well as those by Griffith (32) and Jenkins (33) previously reported, considered the family on the average-size farm to be the Extension Service's most important clientele. Agreement on other clientele priorities was somewhat lower.

Griffith, Lawson, and Amburgey each asked their respondents to indicate the degree of importance -- ranging from unimportant to very important -- that should be attached to each of nine different program areas contained in the Scope Report of 1958. In neither study did a significant percentage of the respondents indicate that any area was receiving too much emphasis. These findings also substantiated the fact that there were differences in perception between the clientele groups studied.

Oren (40, p. 1) conducted a study in 1970 in Ohio in which he sought an appraisal by clientele of the Ohio Cooperative Extension Service. The general purpose of his research was to study the effectiveness of the educational efforts of the Extension Service as perceived by (1) agricultural producers, (2) off-farm agribusinessmen, (3) home economics clientele, (4) 4-H program advisors, members and members' parents, and (5) community resource development leaders.

Oren's study in Ohio bore a close similarity to the study in Alabama. The evidence provided by his research provided the basis for the following conclusions (40, pp. 7-13):

1. Extension bulletins, newsletters and newspaper articles were the most often used techniques of Extension education.
2. Extension television programs and state Extension meetings were the least used techniques of Extension education.
3. Clientele of the Extension Service felt that the organization was most effectively performing the tasks of (1) displaying enthusiasm in its educational efforts, (2) maintaining its public image, and (3) recognizing the problems and educational needs in the county.
4. Selecting and using interesting methods of teaching and involving people were ranked as the least effectively performed tasks of the Extension Service.
5. Clientele ranked 4-H youth development, soil and water conservation, improving farm income, and pesticide education and emergency preparedness as the most important program areas of the Extension Service.
6. The least important program areas of the Extension Service ranked by clientele included forestry production and marketing.
7. Agricultural producers offered the lowest appraisal of the overall effectiveness of Extension's educational efforts.

8. Agricultural producers and off-farm agribusinessmen felt that the Extension Service was best attaining the educational objectives of (1) helping people understand how to utilize the knowledge of nutrition, feeding, soil fertility, and other cultural practices to improve the production of agricultural and horticultural products, (2) helping people understand how to utilize the knowledge of plant and animal breeding, selection, and care to improve the production of agricultural and horticultural products, and (3) helping people understand how to utilize the knowledge of controlling diseases, insects, and pests to improve the production of agricultural and horticultural products. These two groups felt that the Extension Service least effectively attained the educational objectives of (1) helping people understand how to expand markets for agricultural products, and (2) assisting people in the development of specific projects to reduce or control pollution.
9. The Extension home economics education program was best in attaining the objective of helping individuals and families to achieve improved nutritional status through understanding of nutrition and the relationship of good eating habits to good health. The least attained objective was helping families and individuals to understand the importance of home and community safety and the social and economic environment affecting use of their total resources, as well as the community services and facilities that enrich family life.
10. The most effectively attained educational objective of the Community Resource Development Program was in helping people become aware of community problems and the approaches for solving them. Least effective was helping people understand basic principles of forest land management, conservation, and multiple uses as applied to small woodlots.
11. The Extension Service was receiving effective and efficient results in assisting people to plan for and implement specific community industrialization projects to develop a competent labor force.
12. 4-H program clientele appraised the overall effectiveness of the Extension Service's educational efforts higher than any other clientele group included in the study.

13. The most effectively attained educational objective of the 4-H program was that of helping youth acquire knowledge and practical skills in science and technology, while the least effectively attained objective was helping youth and adults already in positions of leadership develop the ability to become more effective leaders.

A review of related perceptual studies indicates many somewhat nebulous areas of respondent consistency on various items relating to the Extension Service. However, in all of the studies reviewed a common thread of findings existed. This involved the fact that the more closely the respondent was to the Extension Service and the longer his period of association with the organization, the more favorable was his perceptual framework with which he viewed the organization. This fact was to be expected and has paramount implications to the groups considered in this study. Additionally, this research should add a missing link to the literature of perceptual studies in that none were found dealing with county governments and none have been conducted on a broad scale dealing collectively with Extension agents, Extension Council officers, and county officials.

Educator's Perceptual Views of the Extension Service

Numerous college educators, as well as officials at state and national levels, have addressed themselves to the subject of Extension's role and responsibility. A gleaning of their remarks provides considerable insight to the direction of Extension programs for the future and herein implications are drawn relating to this study.

McDougall states that in the years ahead, there should be an increasing commitment by the Extension Service to greater social and economic development both in rural and urban areas. Such work, he feels, can be

particularly effective in the development of community resources, education in public affairs, and training of community decision-makers, employees and public officials. Extension's expertise in working with people will be expanded to other countries in our efforts to give technical assistance in agriculture to the developing nations.

McDougall (38, pp. 5-7) feels that planning for Extension program activities of the future must include understanding of the trends taking place. He sees these trends as follows:

1. The Extension Service should supplement education for work that needs to be done and plan to educate for the growing opportunities in non-remunerative, but useful activities of human effort, in order to offset the stresses of progress and open new horizons for human experience.
2. Broader qualities of leadership, competent to cope with today's complex social, economic and political issues, are needed at both the university and government level if the Extension Service is to exert educative influences on society.
3. Extension education as included in the university missions is made more competitive by the entrance of businesses in education. More contracts for education are being granted by federal agencies for the private sector. Commercial communication media are gearing up for a whole new world of changes to be adapted for continuing education needs.
4. Community development for rural and urban America is one of the nation's priorities. More social action is being demanded. Universities will need to process more information by electronic media. Remote terminal direct access computers will gradually become a necessary tool for communicating information quickly.
5. The trends for appropriating money for more applied research by the federal government will be significant to Extension programs.

6. Universities should explore new efforts to reward service activities comparable to research and teaching.
7. Universities will continue to modify their Extension organization. Norms of the major Extension operations at the university level are slowly drawing closer together. We need a balance of advantage offered by both types of Extension groups and a plan for the best work sequence of a large number of interlocking programs.

Kirby in a talk before the Tennessee Annual Extension Conference in June, 1970, addressed himself to the topic of the national Extension perspective. He emphasized the importance of decentralized decision-making in his views of the Extension Service for the years ahead. Kirby felt that the most effective Extension educational programs are those based on a high degree of involvement of people at the local level in helping to determine and conduct Extension programs -- the "grass roots" approach. In addition, he weighed heavily the maintenance and strength of the very unique Federal-State-local relationships embodied in the Land-Grant College system -- both in financing and in program development.

Program thrusts, according to Kirby, to be emphasized throughout the Extension Services now and the years ahead can be grouped under four major headings. He sees rural development as being the first major program thrust for the decade of the future (36, p. 4):

. . . The success Extension has in helping people with the development of rural communities is largely dependent on the actions of Extension workers at the local level. If multi-county and regional efforts are to be effective, local Extension workers must help local leaders to see the relationship of local concerns to multi-county problems.

Specifically, rural development will include increasing the number of jobs and job opportunities; improving the levels of income -- both farm and non-farm; and improving community facilities and services thereby improving living conditions. New clientele will need to be reached -- business and industry

leaders, local government officials, housing authorities, and rural leaders. A major portion of the development which will take place at the local level will happen because of the initiative of local leaders assisted by local agents. Out of this effort initiated locally will develop multi-county, area and statewide efforts. The major emphasis in rural development should be to extend the professional competencies and research information from knowledge centers located in Land-Grant Universities, and other colleges and universities, so that these competencies can be of assistance to the solution of community problems.

Kirby sees the agricultural industry as a second major program thrust for the Extension Service in the future. He predicts additional roles other than improving farm income as important to the agricultural industry. Regarding this matter, Kirby states (36, p. 12):

. . . I see a continuation of efforts toward improving farm income and providing educational help which will result in benefits to the producer; those engaged in processing and marketing of agricultural products; as well as helping to assure a continuing wholesome supply of quality food and fiber at reasonable costs to the consumer as important now and even more so in the future. Specifically, Extension will be concerned with more efficient production, management, and marketing skills for the commercial farmer and the low-income farmer in improving his farming abilities or else providing opportunities for off-farm employment to raise his level of income.

Another central and emerging thrust of the agricultural industry is that of environment quality -- soil, water and air pollution. This is a national issue in which our educational role is helping people understand and take proper steps to improve these conditions.

Extension has an obligation to consider the needs of all socio-economic levels and make an effort to serve all segments of the population who desire to remain engaged in the agricultural industry as a means of livelihood as well as those influenced by the agricultural industry.

The third major program thrust that Kirby outlined for the future was home economics. He sees increased program emphasis in home economics in the urban and low-income areas (36, p. 16):

. . . although we are mindful of our major responsibility to farm and rural families, the family living problems are not limited to only rural people. Because of the magnitude of family living problems, in recent years we have been concentrating our efforts more and more on those families who have the greatest need -- families with children, low-income families, and those who are disadvantaged because of aging or other handicaps. For the more affluent families we have greatly expanded and strengthened the volunteer teaching and leader training efforts with organized Extension homemaker groups.

A major effort in the future will be made in providing educational assistance to low-income families through the expanded food and nutrition education program. We expect to continue our efforts in home economics for all segment of the population, both rural and urban, but the emphasis in the larger cities will be given to the low-income-hard-to reach poor people.

4-H youth programs were viewed by Kirby as the fourth major program thrust of the future. He feels that enthusiasm and support for this program will continue if Extension agents are able to demonstrate the effectiveness of the program (36, p. 18):

. . . a high degree of enthusiasm and support at the national level and throughout the states is quite evident for expanding the 4-H youth Extension program, particularly for more adequately meeting the needs of non-farm youth and youth from low-income families. This support is evident both from within government and by private industry. If we can continue to demonstrate our effectiveness in meeting the needs of the youth and can effectively communicate the results, we can expect a considerable increase in financial support and professional and educational resources for strengthening our 4-H youth programs. Extension agents need to be innovated and creative in the use of methods for meeting the needs of these new audiences.

Miller (39, p. 5) in his discussion of the role of Land-Grant Universities in an urbanizing society stated in 1968:

. . . as we look ahead, the historic inclusion of agricultural Extension within the agricultural framework must be terminated in favor of strengthening it as the field arm of the university systems in the United States. Since there are no longer distinctive rural or urban communities, as

both are absorbed into new regional and metropolitan ententes, there is no long-term future for a narrowly conceived Extension Service devoted to a no longer identifiable clientele.

Watkins (47, pp. 1-2), during the same year, emphasized the importance of Extension program determination at the local level.

. . . We are well aware that Extension operates with the support of three different levels of government -- federal, state, and county (or local). I am sure we recognize, however, that basically the new knowledge which we have to disseminate comes primarily from the federal and state levels -- from research generated by the United States Department of Agriculture and the Land-Grant Universities. At the county level, county governments support our programs on the theory that we have Extension personnel stationed in their counties who are acquainted with the people, their needs and problems, and who can bring them knowledge designed to solve their problems. In this process we provide for the growth and development of people, their communities and counties. We approach the counties with the concept that, without their support, the people in that county would be at a disadvantage. Knowledge brought to them to serve their needs and interests will enable them to progress and compete with other parts of the state and nation.

We conduct our programming process with the purpose of determining the extent of interests, needs and concerns of people at the local level; to awaken their understanding of their needs; to motivate them to learn; to help them to apply new knowledge to their farms, their homes, their communities, and their countries.

Philpott (41, p. 6) states that there must be significant changes in the staffing patterns of the Extension Service of the future.

. . . I see the role of the local person, the county agent, the county staff member as a generalist turning toward a larger responsibility in the total university program, without dropping entirely the agricultural or home economics emphasis which we have had in the past. I see changes and adaptation, because society is changing and adapting. I see larger demands on staff members and the need for broadly prepared Extension workers. We are finding that specialists can perform better the jobs which are needed in the improvement of our agricultural economy in the state.

. . . I cannot tell you what is going to happen to the 4-H Club movement. It is questionable whether 20 or 30 years

from now there will be a need for a 4-H agent in every county. There will not be the same need for the kind of program and project work that we have had in the past in the 4-H Clubs. In many places primary emphasis is being placed upon citizenship and leadership training rather than upon agricultural projects. If this type of program adapts itself to the changing conditions of society today and fulfills a need in terms of youth training and the preparation for citizenship, then I believe there will continue to be a 4-H agent. But, if we are hide bound to the past and simply go on doing things as we have done them, we might as well write off 4-H as a program of the Land-Grant University.

Robertson (43, pp. 4-5) emphasized Extension's responsibility for the future in the development of the "whole community":

. . . Extension agents are in every sense of the word a national resource because of their competence in organization and know-how in program implementation. Due to the unique organization structure of Land-Grant Universities which provide classroom opportunities from the most remote community to the particular campus, the opportunities for effective service are practically unlimited. An unlimited number of pressing and acute community and individual problems, when they are found, can be attacked and solved by the use of interdisciplinary approaches. Such action enables a university to follow a positive approach toward developing the "whole" community and not just individual component parts. The "whole community" development concept is comparable to the concept of developing the "whole student" and not just his intellectual capabilities.

The goal of Land-Grant Universities and Extension Services should be to more effectively use and relate the competencies we have on our campuses to help solve the problems of the people and communities of our respective states. We must help our states reach their maximum economic potential by developing and implementing educational service programs for people of all ages and at all educational and economic levels in both rural and urban areas.

Vaughan addressed himself to 4-H Club work in the 1970's. Vaughan feels that the positive image of 4-H must be preserved and strengthened. He feels that the preservation and strengthening of 4-H as an operating entity is not a sufficient condition for the continuation and expansion of 4-H as an integral part of the U.S.D.A.-Land-Grant University system. He takes the position that 4-H has the opportunity of being more than a

well thought of youth-serving educational organization.

Regarding this point, Vaughan states (46, p. 5):

. . . 4-H should be a demonstrational organization. The U.S.D.A.-Land-Grant University system should continue to lay claim to 4-H in order to have a continuously and immediately available organization for demonstration purposes. 4-H should lead the way for other youth-serving organizations. The federal, state, and local government ties of 4-H plus its university-based knowledge source make it an ideal "cutting edge" educational vehicle. This side of 4-H should be that of demonstrating the effectiveness of the newest and best from science.

Regarding programming for youth development in the 1970's, Vaughan offered the following specific program changes (46, p. 6):

1. Overall expansion of 4-H membership in both rural and urban areas, with emphasis on the disadvantaged in the use of initial increases in federal funds.
2. More meaningful programs, particularly for teenagers, especially in currently "hot" areas such as community development and quality of environment.
3. Expanded efforts in the fields of nutrition, health, physical fitness, business and economics, careers, and jobs, and other special program areas which may come to the fore.
4. Greater emphasis on development of the individual as a member of society through expanded programs in citizenship and leadership, and development of the individual, as an individual, through programs in the area of personal development.
5. New approaches to the international dimensions of 4-H, particularly as relates to efforts with economically underdeveloped countries and in domestic program concerned with international citizenship.
6. Innovations in program methods such as instructional T.V., new ideas in camping, use of mobile units, etc.

Sanders (8, pp. 408-412) suggests seven possible future patterns of organization and programming in Extension.

1. Cooperative Extension should continue to focus major attention upon the problems of agriculture and rural communities. Better trained, more highly specialized personnel will be required to meet the needs of the commercial farmer. Higher level capabilities also will be required to serve the educational needs of industries supplying goods and services for farm production and the firms processing and marketing the products of the farm and ranch.
2. Throughout rural America, Cooperative Extension should concern itself with economic growth and social development. Extension can and should use its long experience in organizational know-how to provide the framework in which communities can take stock of their strong and weak points and build programs designed to help the total citizenry.
3. The total citizenry of the United States must better understand the problems of agriculture and rural America. Extension must help them understand the economic and social forces at work, the consequences of rapidly developing agricultural technology, various farm policy approaches, and their effect on both farmer and consumer, the impact on U. S. agriculture of foreign-trade policies, and other public-policy issues.
4. Home economics and youth programs should be made available to urban as well as rural people. Extension must explore means of serving these new audiences by modifying and re-orienting current efforts, as well as by adding additional resources. This suggests that Extension must draw upon the subject-matter resources of much of the total university.
5. Land-Grant Universities will play a major role in the expansion of continuing education. Land-Grant Universities have a specific responsibility to extend the resources of the university to all the state -- to serve, truly, as the people's university. This is a responsibility which has, at best, been met only in part.
6. From a national standpoint, there needs to be maximum possible flexibility in Extension programs to take into account variation in conditions and program needs from one state to another.
7. A coordination of Cooperative and General Extension programs by one of several alternatives.

- a. Restrict the programs of Cooperative Extension to those efforts related primarily to on-farm production technology and management, along with home economics and youth programs. Extension would then relinquish responsibility for work in marketing and utilization, community and area development, public affairs, and other areas spelled out in the Scope Report already being carried out.
- b. A merger of Cooperative and General Extension.
- c. A close coordination between Cooperative and General Extension programs within the institution with clearly delineated responsibilities for each.

Jones (34, p. 2) in an address before the 1971 annual Alabama Extension Agents' Conference stressed competence, commitment, and cooperation as three essential qualities of the Extension Service in the years ahead.

. . . few times in the long and proud history of the Cooperative Extension Service have circumstances presented more of a challenge and an opportunity for Extension to fulfill its basic mission to society.

Alabama is in the midst of great social and economic changes which are influencing the life styles of both rural and urban citizens. Families face new and demanding choices. Our agricultural industry is increasing in its complexity, and rural communities and countryside are experiencing a variety of adjustment pressures.

Our educational programs in agriculture, agribusiness, 4-H and youth, family life and community resource development can continue to make significant contributions toward an improved quality of life for all Alabamians. Our challenge is to sharpen our perception, revitalize our dedication, and reaffirm our commitment to the people of Alabama.

Summary

The literature reviewed in this study seemed to have a common thread -- the Extension Service has been and is very much alive. However, changes have been necessary over the years and will be necessary in the

future if the organization is to thrive and expand its effectiveness. The three major self-studies conducted by the organization since 1946 reflect this point in a vivid manner.

In looking to the years ahead, the following general observations are reflected in the literature.

1. More specialized assistance will be needed by Extension clientele. Therefore, Extension must concern itself with professional improvement to the point of serving these needs.
2. Traditional geographic boundaries in many cases retard effective programming. Multi-county or area staffing arrangements may be an answer to insuring program needs.
3. Low-income clientele are in need of special assistance in order to improve their social and economic status. The Extension Services need to get "geared up" to fulfill their needs.
4. Extension Services should continue and strengthen their ties in agriculture with the Land-Grant University. The concept of university-wide Extension programs outside of agriculture offer possibilities for making the university a true "people's university" in the states.
5. Extension has, over the years, been primarily oriented toward the rural audience. Urban audiences are in need of many of the services Extension has available and their needs should be met.

6. Extension's youth audience must be expanded beyond the rural areas. Rearrangements will be necessary to reach young people in all areas with effective programs of interest to them.

CHAPTER III

RESEARCH METHODOLOGY

Study Objectives

As stated in Chapter I, this study was concerned with the perceptual views of those closely associated with the Extension Service in Alabama. The study attempted to determine the extent to which uniformity or differences with reference to future Extension programs, objectives and mission existed. In order to accomplish this purpose, the study dealt with two major objectives.

1. To determine the perception of Extension agents and selected relevant county officials toward the Extension Service in Alabama with regard to:
 - a. Familiarity with the thirteen major areas of Extension work in Alabama and opinions relating to future manpower resource allocations within the major areas of work.
 - b. The present Extension Service involvement and future obligations to urban and rural clientele.
 - c. The Extension Service role, responsibility and function in the future as related to:
 - (1) Alabama's expanding industrial efforts.
 - (2) Structural arrangements to meet the needs of clientele.
 - (3) Obligation to the disadvantaged.

- (4) Teaching methods to better reach clientele.
 - (5) Relationships with allied organizations.
 - (6) The Extension Service image as a worthwhile and helpful organization in Alabama.
2. To determine the perceptions within Extension agent personnel categories toward the Extension Service in Alabama with regard to:
- a. Familiarity with the thirteen major areas of Extension work in Alabama and opinions relating to future manpower resource allocations within the major areas of work.
 - b. The present Extension Service involvement and future obligation to urban and rural clientele.
 - c. The Extension Service role, responsibility and function in the future as related to:
 - (1) Alabama's expanding industrial efforts.
 - (2) Structural arrangements to meet the needs of clientele.
 - (3) Obligation to the disadvantaged.
 - (4) Teaching methods to better reach clientele.
 - (5) Relationships with allied organizations.
 - (6) The Extension Service image as a worthwhile and helpful organization in Alabama.

The Population

This study dealt with three respondent groups - Extension Agents, Extension Council Presidents, and County Commission Chairmen. Five

hundred and fifty-eight responses were obtained collectively from the three groups.

Extension agents holding academic appointments made up exactly five hundred individuals in the Extension Service in Alabama as the time data for this study were secured. Of this number, three hundred ninety-eight were located in county offices and one hundred and two on the state Extension headquarters staff, Figure 2. Responses were obtained from three hundred and eighty-eight county Extension agents and ninety state staff employees. All employees were queried for two reasons. First, the Extension administration at Auburn University supported this study due to the implications it offered as a self-study of the total organization -- hence the involvement of the total staff. Secondly, it was felt that more accurate results would be obtained by participation of all staff members.

County Extension Council Presidents are located in each of Alabama's sixty-seven counties. Forty counties were selected on a random basis from which to secure data for this study, Figure 3. These individuals are elected to office each year by Extension clientele who make up a County Extension Council in each county. In their position as Council President, they serve as the principal representative of the total Extension audience, which includes all income categories, age groups, sexes and races. The County Extension Council in Alabama is officially and legally recognized as being a representative group of people through which Extension agents plan and conduct educational programs. It was for these reasons that this group was considered of paramount importance to the study.

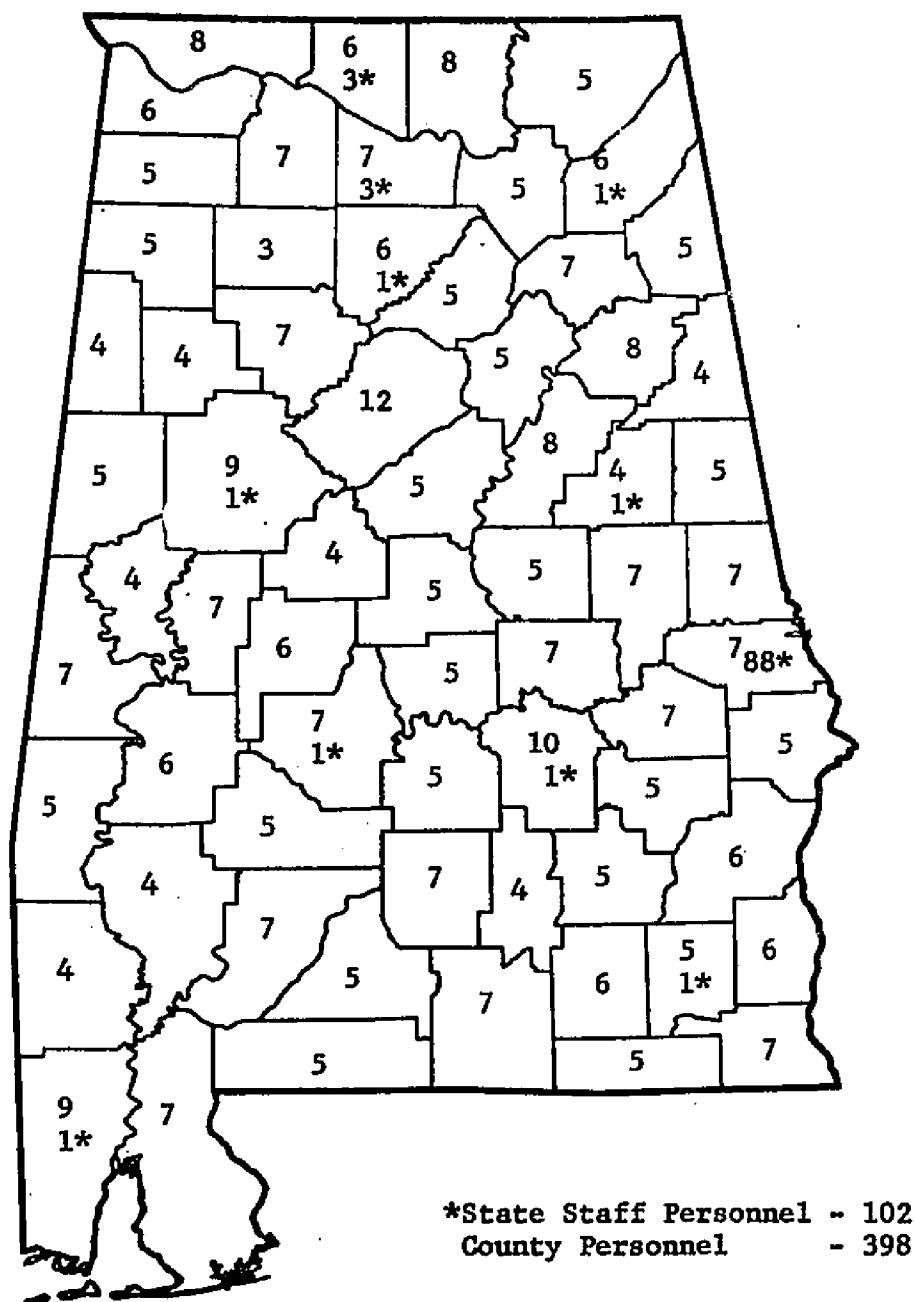


Figure 2. LOCATION OF EXTENSION AGENTS AND STATE STAFF INCLUDED IN THE STUDY

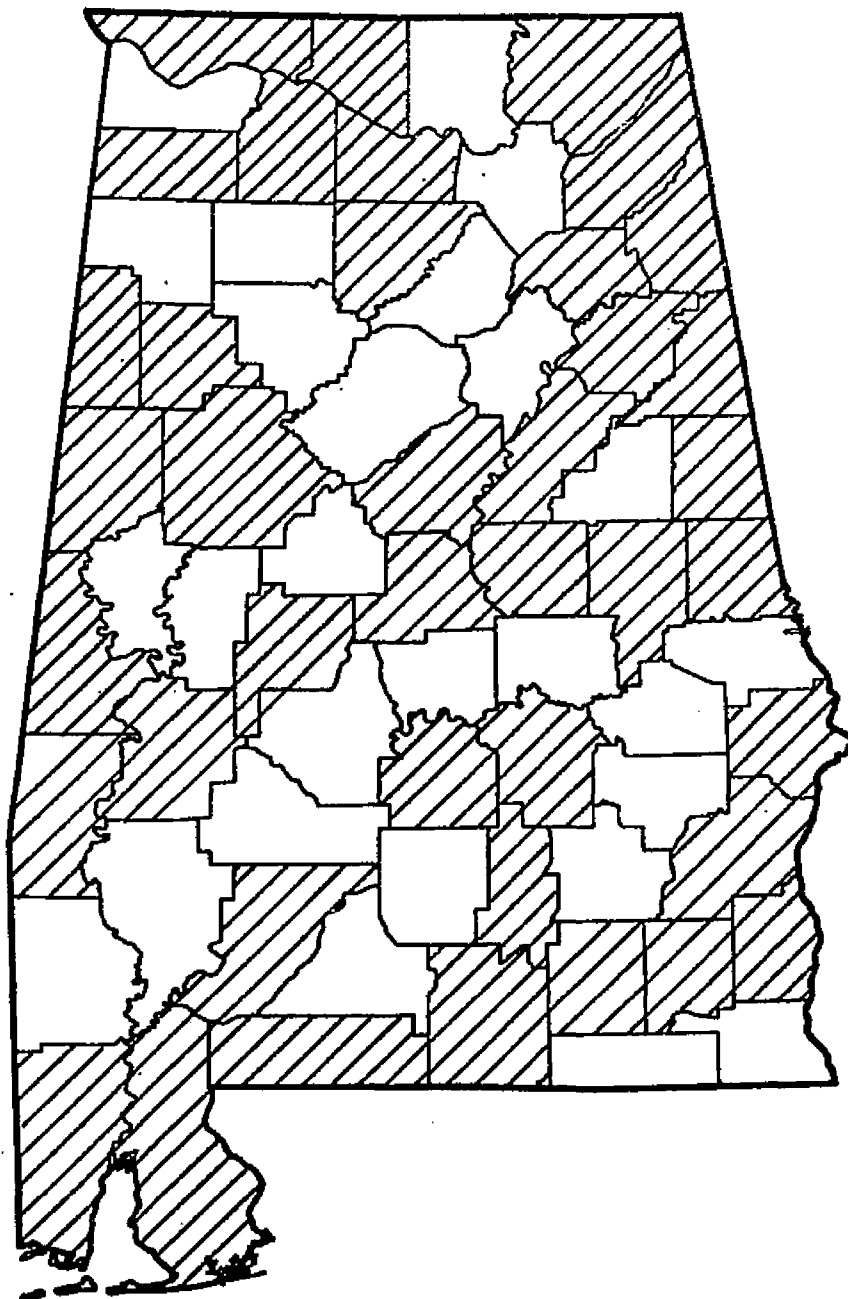


Figure 3. THE SHADED AREAS SHOW THE COUNTIES IN ALABAMA RANDOMLY SELECTED IN WHICH INTERVIEWS WITH EXTENSION COUNCIL PRESIDENTS AND COUNTY COMMISSION CHAIRMEN WERE CONDUCTED

Development and Use of Data Gathering Devices

Three devices, consisting of one questionnaire and two interview schedules, were used to collect data. The questionnaire was prepared and mailed to all Extension agents. Separate interview schedules were developed and administered to Extension Council Presidents and County Commission Chairmen. The only difference in the two data gathering devices was in the area of demographic information which was essentially different for each respondent group. Extension Council Presidents and County Commission Chairmen were interviewed because of their anticipated lack of familiarity with terminology found in the data gathering devices.

Extension Agents' Questionnaire

The questionnaire for Extension agents is found in Appendix B. It contained eighteen questions divided into ten major categories. Category I contained questions relative to demographic information of the respondent.

Detailed demographic information of this group was of particular interest to the research due to the implications inherent in the respondents' formal training, position in the Extension Service, length of service, age, sex, and race. Of specific interest to the research was the perceptual views of the Extension Service held by those agents employed at the county level compared to agents employed on the state Extension staff. Additionally, the author was interested in the perceptual views of those state staff members who had previous county experience contrasted with those with no county experience.

It should be noted that all groups responded to identical questions contained in categories two through nine of the questionnaire. These

categories contain questions eleven through eighteen and will be dealt with collectively following the discussion of demographic information for each respondent group.

The Interview Schedule

The interview schedules for County Extension Council Presidents and County Commission Chairmen are found in Appendix C and Appendix D. They also contained eighteen questions divided into ten major categories with Category I concerned with demographic data.

Demographic data sought in the schedule for County Commission Chairmen was of a similar nature to that sought with Extension Council Presidents. Only three major differences existed. First, the research was concerned with the length of time the Commission Chairmen had been in office. The reasoning behind this question was in the assumption that those Commission Chairmen with longer tenure in office might tend to be more familiar with the Extension Service program and therefore possess a more varied perceptual view of the organization than those officials with less experience. Secondly, County Commission Chairmen were asked to relate the length of time that they had known about the Extension Service. Again, the logic was that those Commission Chairmen who had grown up as 4-H Club members and later as Extension cooperators could tend to view the organization in a more favorable manner. The third major difference in the two schedules was a question asked of County Commission Chairmen in which they were asked to rate the effectiveness of the total Extension program in their counties. Specifically, a response was sought comparing the County Extension Service program as a helpful agency in comparison to other county agencies with which County Commissioners dealt.

Questions Common to All Three Groups

The major study questionnaire common to all three groups is located in Appendix E. This questionnaire consisted of nine major categories containing questions eleven through eighteen. As previously stated, Extension agents responded to these questions in the form of a mailed questionnaire. Extension Council Presidents and County Commission Chairmen were interviewed to obtain the same information. This procedure facilitated analysis of uniform data once they were secured.

Category II containing questions eleven, twelve, and thirteen dealt with the thirteen major areas of program emphasis in the Extension Service. A response was sought, first of all, as to the extent of familiarity of the respondent with the thirteen major areas of Extension work. Following this determination, respondents were asked to rank the areas of work in order of their perceived importance and then to indicate the extent of available Extension time resources that should be devoted to each area of work in the future.

Category III encompassed question fourteen and parts of question eighteen. These questions sought a response on the degree of familiarity of the respondent with the amount of time Extension agents presently spend with various income level clientele groups and then how much time should be spent with each group in the future. Specifically, the questions were concerned with large commercial farmers, average size family farms, small subsistence farmers, and those farm operators who work off the farm more than one hundred days each year, and, as such, were classified as part-time farmers.

Category IV of the study dealt with question sixteen and parts of eighteen addressed to the Extension Service's obligation to rural and urban clientele. In a similar manner, respondents were asked to relate the extent of their familiarity with the amount of time presently being spent with each group by the Extension Service and then offer their opinions on the amount of time that should be spent with each group in the future. Specific clientele groups included rural farm families, rural non-farm families, town and village families, and urban and city families.

Question eighteen contained sixteen statements encompassing the remaining six major study categories. These included:

Category V:

Industrial Development: Statements one and two sought information indicating the attitude or opinion of the respondent regarding the Extension Service's obligation to urban industrial development. These statements were specifically designed to obtain opinions as to whether the Extension Service should concern itself with programs outside the traditional agriculture, home economics, and 4-H program areas.

Category VI:

Structural Arrangements: Statements five, ten, and fifteen were concerned with possible structural rearrangements of the Extension Service. Responses to these statements were of particular interest since this research has as a major objective the determination of whether present county staffing arrangements can meet the demands of clientele of the future. Respondents were asked to offer their

attitudes or opinion on (1) realignment of the total structure to a combined area or multi-county arrangement, (2) the employment of more state staff specialists at the expense of a reduction in county staff numbers, and (3) the possible need for more personnel in general,

Category VII:

The Disadvantaged: Statements six and sixteen provided respondents an opportunity to indicate their attitude or opinion of the Extension Service's obligation to the disadvantaged. Specifically, the study was concerned with viewpoints as to the reallocation of Extension Service resources from middle and upper-class to low-income clientele. Also, the study wanted to know whether the Extension Service should be involved in educational programs of a similar nature to that of other governmental agencies in its efforts to reach alienated groups.

Category VIII:

Teaching Methods: Statements eight, nine, and twelve sought responses as to the effectiveness of present Extension Service teaching methods. Responses were sought regarding the possibility of adding more area-wide shortcourses, the adequacy of printed materials published by the Extension Service, and the increased use of mass media as possible means of more effectively reaching clientele in the state.

Category IX:

Allied Organizations: Recognizing the fact that over the years the Extension Service in Alabama has given birth to many organizations,

the study sought in statement fourteen to determine the Extension Service's relationship to these organizations once organized. Specifically, the author was interested in respondents' views as to whether the Extension Service should maintain control over these organizations and set policy once the organizational function had been accomplished.

Category X:

The Extension Service Image and Responsibility: Views regarding the Extension Service image and responsibility were dealt with in statements three and eleven. Respondents were asked to react to the local image of their Extension program as to the extent people look upon the organization as performing a worthwhile function in the community. Also, an opinion was sought as to whether the Extension Service should have program responsibilities in areas such as health, career guidance, and recreation, or whether its primary responsibility should be that of helping farmers to improve their efficiency in producing marketable farm commodities.

In summary, the three data gathering devices were divided into ten major categories in order to facilitate analysis and provide a logical rationale with which to view the data. These categories included:

1. Demographic Information on Each Respondent Group.
2. Major Areas of Program Emphasis in the Extension Service.
3. The Extension Service's Obligation to Various Income Level Groups.
4. The Extension Service's Obligation to Rural and Urban Clientele.

5. The Extension Service's Obligation to Industrial Development.
6. Possible Structural Rearrangements Within the Extension Service.
7. The Extension Service's Obligation to the Disadvantaged.
8. Teaching Methods Within the Extension Service.
9. The Extension Service's Relationship with Allied Organizations.
10. The Extension Service Image and Responsibility.

Validation of the Questionnaire

A validation panel of ten members was selected to review the questionnaire and interview schedules prior to their use. Suggestions were made to the researcher on improvements that should be made in the instruments in order to improve their validity and insure the effectiveness of their intended purpose. The panel included:

1. Dr. A. A. Straughn, Assistant Dean, School of Agriculture, Florida State University.
2. Dr. W. H. Smith, District Agent, Florida Cooperative Extension Service.
3. Dr. Charles R. Aiken, Head, Research and Training Department, Mississippi State University.
4. Dr. Rupert B. Johnston, Head, Department of Extension Economics and Professor of Extension Education, Mississippi State University.
5. Dr. David Trammell, Jr., Extension Marketing Specialist and Associate Professor of Extension Education, Mississippi State University.
6. Mr. James R. Carpenter, Assistant Director, Mississippi Cooperative Extension Service.
7. Mr. Hoyt Webb, County Extension Chairman, Alabama Cooperative Extension Service.

8. Dr. Hoyt M. Warren, Assistant Director, Alabama Cooperative Extension Service.
9. Judge Woodrow H. Barnes, County Commission Chairman, Dadeville, Alabama.
10. Mr. Robert Scroggins, Extension Council President, Tallapoosa County, Alabama.

Collection of the Data

The researcher met with the Director, District Extension Chairmen, and District Program Specialists to fully explain the purpose of the study, as well as the data that would be necessary in order to complete the study. This group pledged full cooperation to the study. The Director wrote to all staff members requesting their response and cooperation. District Extension Chairmen followed up this request with emphasis at district meetings of the importance of the study. This accounts, to a large degree, for the ninety-six per cent response to the questionnaire obtained from Extension agents in the state.

As described earlier, Extension agents responded to a mailed questionnaire. Assistance was necessary to aid the researcher in interviewing Extension Council Presidents and County Commission Chairmen in the state. This assistance was obtained from three District Program Specialists who were designated by the Director to conduct interviews for the study in their respective districts.

A meeting was held with Program Specialists at which time training was conducted on interview techniques in order to insure uniformity in the interview procedure. A random sample of ten counties in each district was drawn to determine the forty counties in which the research would be conducted.

All interviewers arranged appointments with Extension Council Presidents and County Commission Chairmen through local Extension agents. The interviews lasted approximately forty-five minutes. Interviewees were assured that their responses would be handled in a confidential manner.

Analysis and Treatment of Data

Data contained in the completed questionnaires and interview schedules were coded and then punched on cards for computer analysis. Statistical tests and tabulations were performed on computers located at the Louisiana State University Computer Research Center.

The statistical techniques used in the analysis were percentage distributions and the chi-square test of significance. The chi-square test was considered significant at the .05 level. However, the actual level, if above .05, is indicated in the tables.

Data concerning demographic information of the three respondent groups are presented in Chapter IV. Percentage distributions were developed and presented separately on each group. Following this analysis, a comparison of demographic information was made considering the three groups together in order to pin-point those common demographic characteristics peculiar to all groups.

County Commission Chairmen, Extension Council President and Extension agents are dealt with in Chapter V. Data concerning the perceptual views of the Extension Service of each group were prepared and analyzed using the chi-square test for significance. A similar technique was used in Chapter VI among job categories within the Extension Service. The categories of County Extension Chairman,

Associate County Extension Chairman, Extension Farm Agent, Extension Home Agent and State Staff Specialist were used in this analysis.

CHAPTER IV

GENERAL CHARACTERISTICS OF THE RESPONDENTS

This chapter presents a description of demographic information relating to the three major groups included in the study. Information of a personal, social and educational nature will first be presented separately on each group. Following this presentation, an analysis will be presented comparing the three groups collectively.

County Commission Chairmen

The County Commission Chairmen were all white males. They were divided into three categories according to age: (1) Ages 31-45, (2) Ages 46-60, and (3) Ages 61 and older. Eighteen per cent were in category one, 64 per cent in category two, and 18 per cent in category three. Ninety per cent were married.

In response to a question on place of residence, it was found that 30 per cent lived on a farm and 60 per cent lived in town. Forty-five per cent felt that their activities involved them in agriculture and rural life to a very high degree, 27 per cent to a high degree, 25 per cent to a moderate degree, and 3 per cent to a very low degree.

The educational attainment of County Commission Chairmen was widely distributed. Ten per cent had completed work above a four-year college degree, 27 per cent had graduated from a four-year college, 10 per cent were graduates of a junior college, 50 per cent had only graduated from high school, and 3 per cent had not graduated from high school.

Respondents were asked to relate their primary occupations. Seventy-seven per cent were primarily employed in county government, 15

per cent in farming and 8 per cent in business type occupations.

Considering the fact that County Commission Chairmen in most cases are looked upon as community leaders, a response was sought as to the extent that these individuals held leadership positions in community organizations. Forty-five per cent held leadership positions in six or more community organizations, while the remaining 55 per cent were involved in only five or fewer community leadership positions. All held at least two leadership positions.

Only one County Commission Chairman had ever been employed by the Extension Service. Eight per cent had known about the Extension Service and its function for over 20 years.

When asked to rate the effectiveness of the Extension Service as a helpful agency in comparison with other county agencies, 60 per cent said the Extension Service was the "most helpful county agency," 30 per cent rated the organization as an "above average helpful agency," and 10 per cent as an "average helpful agency." None viewed the Extension Service as the least helpful agency in their county.

One item of interest concerning this group was their tenure in office. A majority (58 per cent) had been in office less than three years. Only 30 per cent had served on the Commission Board before their election as Chairman.

Extension Council Presidents

Extension Council Presidents were all white. Two, or 5 per cent, were females. They were divided into age categories identical to those of County Commission Chairmen. Twenty-five per cent were between the ages of 31-45, 60 per cent were in age category 46-60, and 15 per cent

were over 61 years of age.

A great majority (85 per cent) related their activities as a "very high" involvement in agriculture and rural life. Eight per cent rated their involvement as "high" and 7 per cent as "moderate." None rated their involvement as "low."

Concerning community leadership positions, a majority (68 per cent) were leaders in fewer than five community organizations. Thirty-two per cent were leaders in six or more community organizations, and all were involved with at least one community leadership responsibility.

The educational level of attainment of this group was surprisingly high. Thirty-two per cent had completed a four-year college degree, 7 per cent a junior college degree, 57 per cent had completed only high school, and 1 per cent had completed work above a four-year college degree.

A majority (68 per cent) had been serving four years or less as president of their County Extension Council. Thirty-two per cent had been serving as president for over five years. Fifty-three per cent had not held any other office on the Council before their election as president.

Seventy per cent related their primary occupation as that of farming. This accounts for the 93 per cent who stated that their main interest on the Council was in the agricultural phase of the program. Regarding the same question, 5 per cent indicated a primary interest in home economics, 2 per cent in 4-H Club work, and none in resource development. Three, or 8 per cent, of the Extension Council Presidents had previous employment records with the Extension Service.

Information was sought regarding the length of time Extension Council Presidents had been acquainted with their County and Associate County Extension Chairmen. These time periods were divided into categories of (1) 10 years or less, (2) 11-20 years, and (3) 21 years or more. In category one, 35 per cent of the respondents had known their County Extension Chairman 10 years or less and 25 per cent had known their Associate County Extension Chairman for the same time period. In category two, the percentages were 33 per cent for County Extension Chairman and 60 per cent for Associate County Extension Chairman. Category three, the longest period of acquaintance, revealed 32 per cent for County Extension Chairman and 15 per cent for Associate County Extension Chairman.

Extension Agents

Eighty-four per cent of the Extension Agents were white. Sixty per cent were male. Age categories included (1) Ages 21-30, 25 per cent; (2) Ages 31-40, 18 per cent; (3) Ages 41-50, 25 per cent; (4) Ages 51-60, 21 per cent; and (5) Ages 61 and older, 11 per cent.

The educational level of attainment of Extension Agents was surprisingly high, especially with those holding the Master's degree. Forty-one per cent held this degree. Four per cent were PhD or EdD graduates. Fifty-four per cent had completed only the B.S. degree, and there was 1 per cent who had not completed any degree program.

Tenure with the Extension Service revealed some interesting facts about Extension Agents. Fifteen per cent had been employed less than 2 years, 29 per cent between 3 and 10 years, 25 per cent between 11 and 20 years, 24 per cent between 21 and 30 years, and 7 per cent had been

employed 31 years or more. Regarding length of time in their present position, 22 per cent indicated 2 years or less, 40 per cent between 3 and 10 years, 19 per cent between 11 and 20 years, 17 per cent between 21 and 30 years, and 2 per cent 31 years or more in the same job position.

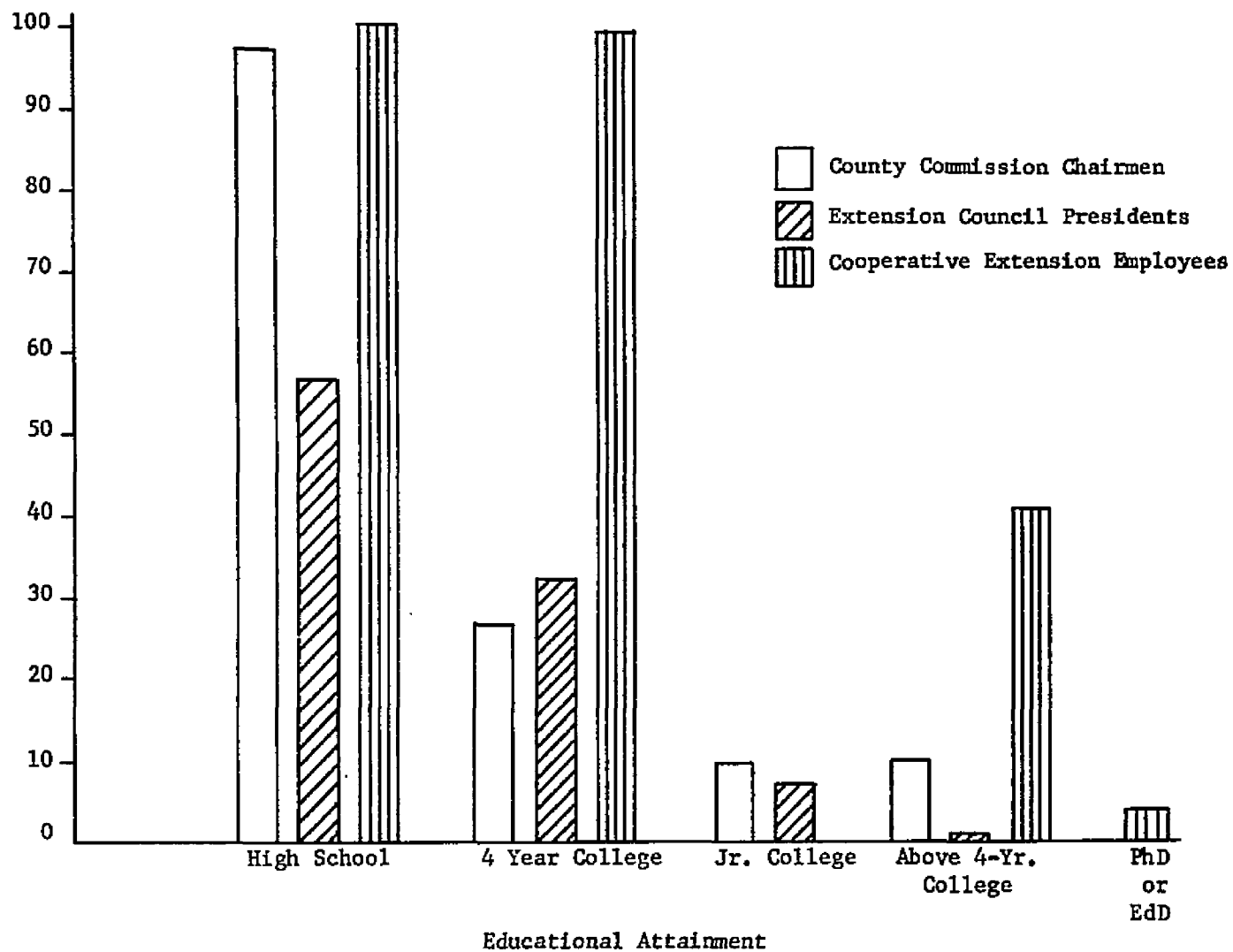
The breakdown of positions within the Extension Service revealed that 14 per cent of the total staff were in job positions of County Extension Chairmen, 13 per cent were Associate County Extension Chairmen, 32 per cent Extension Farm Agents, 22 per cent Extension Home Agents, and 19 per cent were classified as State Extension Staff members. A further breakdown was obtained which grouped the total staff into categories of (1) those with county experience only, (2) those with state staff experience only, and (3) those with experiences at both the county and state staff levels. Eighty per cent fell into category one, 5 per cent into category two, and 15 per cent with mixed experiences in category three.

Group Comparisons

Following individual respondent group analysis, it is wise to look at the three groups collectively in an attempt to draw out those characteristics which are common to all groups and have implications to the study. There were only two general characteristics common to all three groups. These characteristics were in the areas of educational attainment and age.

The educational attainment was surprisingly high for all three groups, Figure 4. Ninety-seven per cent of all County Commission Chairmen had finished high school, compared to 57 per cent of all Extension

Figure 4. EDUCATIONAL LEVELS OF ATTAINMENT OF RESPONDENTS
ACCORDING TO SPECIFIED EDUCATIONAL CATEGORIES

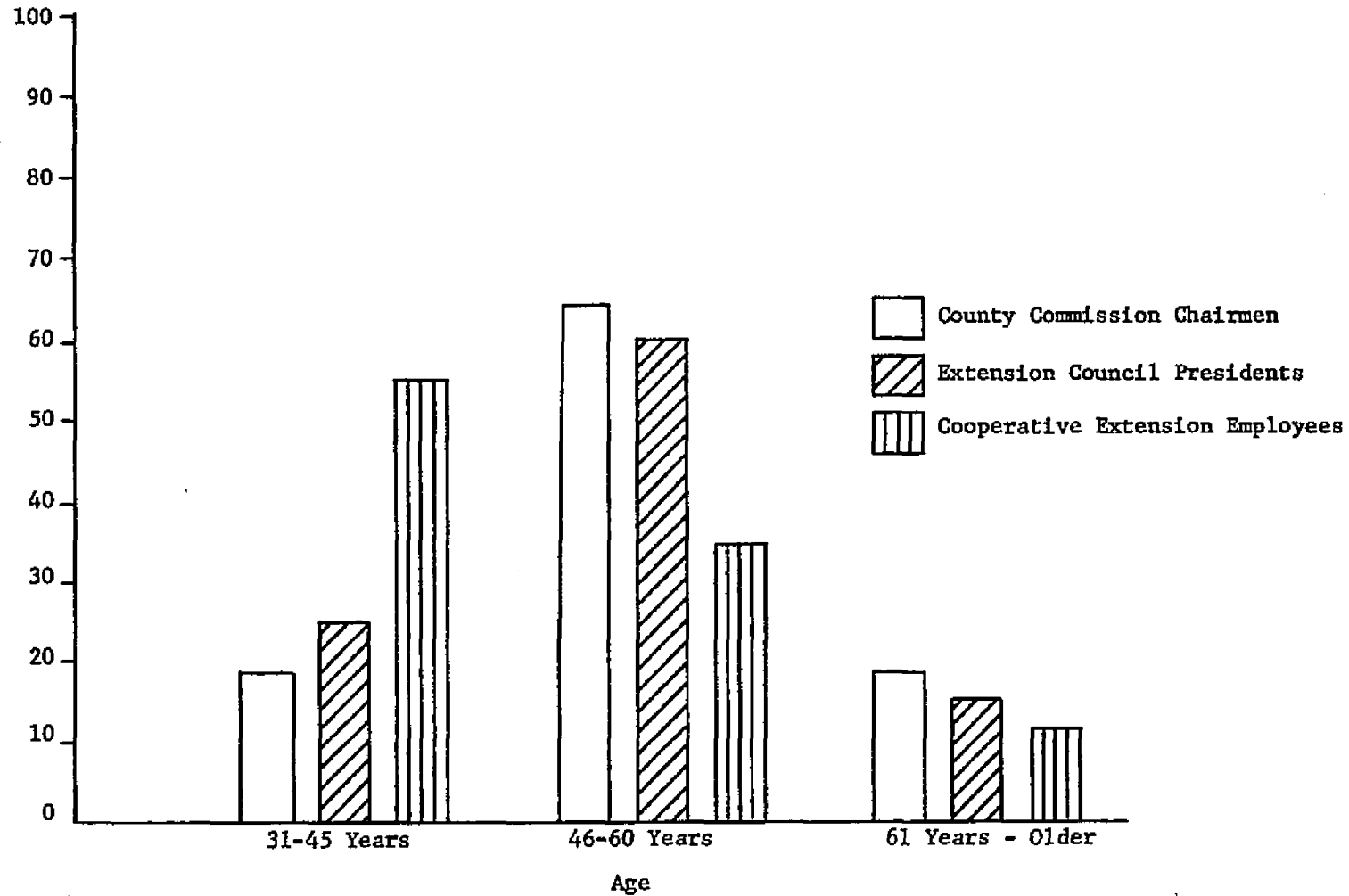


Council Presidents. This trend was reversed when comparing the two groups and the four-year college graduates. Thirty-two per cent of the Extension Council Presidents were four-year college graduates, compared to 27 per cent for County Commission Chairmen. By a similar comparison, 99 per cent of all Extension Agents were college graduates. County Commission Chairmen had more junior college graduates than did the other two groups. Ten per cent were in this category, compared to 7 per cent for Extension Council Presidents, and none for Extension Agents. Degree programs above the four-year college degree were led by Extension Agents. Forty-one per cent held degrees in this area, compared to 10 per cent for County Commission Chairmen and 1 per cent for Extension Council Presidents. The only PhD or EdD degrees were those held by Extension Agents, with 4 per cent holding one or the other of these degrees.

The age comparisons of the three groups revealed a significant variation in ages, Figure 5. There were more Extension Agents in the younger category, ages 31-41. Fifty-five per cent were in this category, compared to 25 per cent of the County Council Presidents and 18 per cent of the County Commission Chairmen. The middle age category, ages 46-60, was dominated by Extension Council Presidents. Sixty per cent were in this classification, compared to 34 per cent for Extension Agents and 25 per cent for County Commission Chairmen. The older age category, ages 61 and older, contained a majority (18 per cent) of County Commission Chairmen, compared to 15 per cent and 11 per cent for Extension Council Presidents and Extension Agents, respectively.

A comparison was made between County Commission Chairmen and

Figure 5. AGE OF RESPONDENTS ACCORDING TO SPECIFIED AGE CATEGORIES



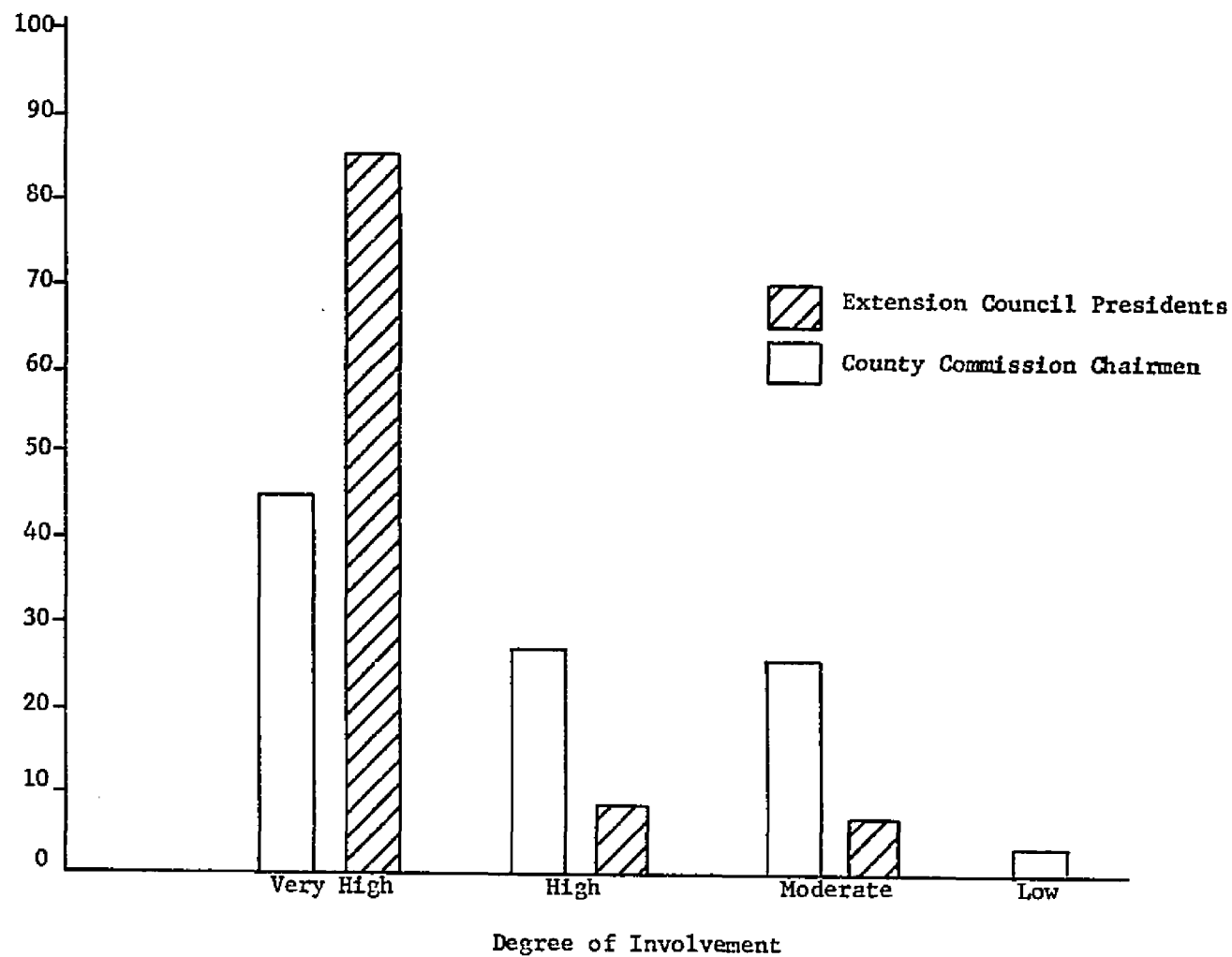
Extension Council Presidents and their degree of involvement in agriculture and rural life, Figure 6. A majority (85 per cent) of the Extension Council Presidents rated their involvement as very high, compared to 45 per cent of the County Commission Chairmen. Of significance was the fact that only 3 per cent of the County Commission Chairmen rated their involvement as low. None of the Extension Council Presidents indicated a low involvement.

There are other comparisons that can be made only between County Commission Chairmen and Extension Council Presidents. A majority in both groups had been in office a relatively short period of time. Fifty-eight per cent of the County Commission Chairmen had been in office three years or less, while 68 per cent of the Extension Council Presidents had been serving in their capacity for four years or less. Thirty per cent of the County Commission Chairmen had served on the County Commission Board before their election to the chairmanship position, while 45 per cent of the Extension Council Presidents had served as Extension Council officers before their election to the presidency.

Of significance is the fact that 15 per cent of the County Commission Chairmen listed their primary occupation as farming. Seventy per cent of the Extension Council Presidents were in this occupational category. A majority (77 per cent) of the County Commission Chairmen viewed their primary occupation to be county government.

Community leadership positions was another significant comparison between the two groups. County Commission Chairmen held more leadership positions within the community than did Extension Council Presidents. Forty-five per cent of the County Commission Chairmen were leaders in

Figure 6. DEGREE OF INVOLVEMENT IN AGRICULTURE AND RURAL LIFE OF RESPONDENTS



six or more organizations, while 32 per cent of the Extension Council Presidents were in this category. Both groups held at least one other leadership position within the community.

The majority of both the County Commission Chairmen and Extension Council Presidents had known about the Extension Service, its function and operation, for a long period of time. Eighty per cent of the County Commission Chairmen and 65 per cent of the Extension Council Presidents had known about the organization for over 20 years.

CHAPTER V

RESPONDENTS PERCEPTION OF THE EXTENSION SERVICE

This chapter presents a descriptive analysis and interpretation of data concerning County Commission Chairmen, Extension Council Presidents, and Extension Agents perception of the Auburn University Cooperative Extension Service. A separate chapter will be devoted to Extension agent perception and will include a similar analysis within the various job categories of the organization.

To aid in the interpretation of the data, percentage distributions and chi-square statistics were used. The .05 level of confidence was used as the breaking point in declaring significant differences.

As mentioned in Chapter II, perception is greatly dependent upon the individual's sensory and experience factors and must include attitudes due to this perceived social situation in terms of past experiences, values, and purposes. This calls attention to the importance of knowledge, as well as attitudes, as determinants of perception. This chapter summarizes the respondents' responses to questions designed to determine understanding and knowledge of the Extension Service and their attitudes relating to it. Specific consideration will be given to the respondents' perception as related to (1) the major areas of Extension work, (2) the Extension obligation to farmer income categories, (3) Extension work with rural and urban families, and (4) selected variables relating to the Extension Service role, responsibility and function.

MAJOR AREAS OF EXTENSION WORK

There were 13 major areas of Extension work underway with varying degrees of emphasis in all counties in Alabama. A response was obtained from the three groups concerning their knowledge, attitude, or opinion on these major areas of work to include (1) their degree of familiarity with the areas of work, (2) their attitudes concerning the importance of each area, and (3) their opinions regarding future manpower emphasis that should be devoted to each in the years ahead.

I. Familiarity with the Thirteen Major Areas of Extension Work

In order to determine the respondents' degree of familiarity with the 13 major areas of work, opinion categories were set up enabling the respondent to relate his degree of familiarity with each area of work. These response categories were: (1) fully familiar, (2) fairly familiar, (3) slightly familiar, and (4) not familiar. Table I presents the percentage distributions and chi-square values of all respondents relating to this variable.

Improving Farm Income

The majority of all respondents indicated a high degree of familiarity with the 13 major areas of work. Eighty per cent of the Extension Council Presidents and 70 per cent of the County Commission Chairmen were fully familiar with this particular item, improving farm income. The major difference in the three groups was with Extension Agents. By inspection, the data reveal that 19 per cent of the Extension Agents were not familiar with improving farm income, compared to only 2 per cent of the Extension Council Presidents and none in the County Commission group. The chi-square value in Table I of 34.5

TABLE I
A Comparison of the Degree of Familiarity of the Thirteen Areas of
Extension Work Among County Commission Chairmen, Extension Council
Presidents and Extension Agents, Alabama, 1971

AREAS OF EXTENSION WORK	PERCENT BY DEGREE OF FAMILIARITY						X ²	P
	Full	Fair	Slight	Not Familiar	No Response	Total		
1. Improving Farm Income								
County Commission Chairmen (N = 40)	70	25	5	0	0	100		
Extension Council Presidents (N = 40)	80	18	0	2	0	100		
Extension Agents (N = 478)	44	20	14	19	3	100	34.5	.001
2. Marketing, Utilization, Distribution, and Farm Supply								
County Commission Chairmen (N = 40)	40	46	7	7	0	100		
Extension Council Presidents (N = 40)	50	40	5	5	0	100		
Extension Agents (N = 478)	20	37	16	25	2	100	33.2	.001
3. International Programs								
County Commission Chairmen (N = 40)	3	5	10	82	0	100		
Extension Council Presidents (N = 40)	0	5	33	62	0	100		
Extension Agents (N = 478)	1	5	27	65	2	100	7.9	N.S. ¹
4. Food and Nutrition								
County Commission Chairmen (N = 40)	52	35	10	3	0	100		
Extension Council Presidents (N = 40)	37	40	20	3	0	100		
Extension Agents (N = 478)	50	34	11	4	1	100	4.2	N.S.
5. Safety and Emergency Preparedness								
County Commission Chairmen (N = 40)	35	30	25	10	0	100		
Extension Council Presidents (N = 40)	25	35	20	20	0	100		
Extension Agents (N = 478)	16	53	26	4	1	100	35.8	.001
6. 4-H Youth Development								
County Commission Chairmen (N = 40)	75	25	0	0	0	100		
Extension Council Presidents (N = 40)	67	23	10	0	0	100		
Extension Agents (N = 478)	65	30	3	1	1	100	8.6	N.S.

¹The letters N.S. indicate that the relationship is not significant and will be used for the same purpose hereafter.

TABLE I. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREE OF FAMILIARITY						X ²	P
	Full	Fair	Slight	Not Familiar	No Response	Total		
7. Improved Family Living								
County Commission Chairmen (N = 40)	45	42	10	3	0	100		
Extension Council Presidents (N = 40)	40	35	17	8	0	100		
Extension Agents (N = 478)	35	48	14	2	1	100	7.5	N.S.
8. Community Development								
County Commission Chairmen (N = 40)	57	30	3	10	0	100		
Extension Council Presidents (N = 40)	47	36	8	7	0	100		
Extension Agents (N = 478)	25	43	26	4	2	100	37.9	.001
9. Forestry Production and Marketing								
County Commission Chairmen (N = 40)	35	42	17	10	0	100		
Extension Council Presidents (N = 40)	33	37	22	8	0	100		
Extension Agents (N = 478)	12	30	22	34	2	100	38.0	.001
10. Soil and Water Conservation								
County Commission Chairmen (N = 40)	42	42	13	3	0	100		
Extension Council Presidents (N = 40)	55	27	10	8	0	100		
Extension Agents (N = 478)	25	30	19	24	2	100	30.2	.001
11. Recreation, Wildlife and Natural Beauty								
County Commission Chairmen (N = 40)	38	37	20	5	0	100		
Extension Council Presidents (N = 40)	27	35	25	13	0	100		
Extension Agents (N = 478)	17	36	28	17	2	100	13.7	N.S.
12. Resource Protection								
County Commission Chairmen (N = 40)	42	33	20	5	0	100		
Extension Council Presidents (N = 40)	35	27	20	18	0	100		
Extension Agents (N = 478)	9	40	33	16	2	100	57.3	.001
13. Program Leadership and Administrative Support								
County Commission Chairmen (N = 40)	65	20	10	5	0	100		
Extension Council Presidents (N = 40)	37	33	15	15	0	100		
Extension Agents (N = 478)	29	51	14	4	2	100	33.2	.001

indicated a highly significant difference at the .001 level.

Marketing, Utilization, Distribution and Farm Supply

A similar situation existed among respondents in this area of Extension work. Table I reveals that 50 per cent of the Extension Council Presidents were fully familiar with Marketing, Utilization, Distribution and Farm Supply, compared to 40 per cent of the County Commission Chairmen and only 20 per cent of the Extension Agents.

A look at the "not familiar" responses shows that 25 per cent of the Extension Agents were not familiar, compared to 7 per cent of the County Commission Chairmen and 5 per cent of the Extension Council Presidents. The data substantiate the fact that County Commission Chairmen and Extension Council Presidents were more familiar with this area of work than were Extension Agents. The chi-square value of 33.2 indicated a highly significant difference at the .001 level.

International Programs

The data reveal a great deal of similarity among the three groups as related to their familiarity with International Programs. As shown in Table I, 82 per cent of the County Commission Chairmen, 65 per cent of the Extension Agents, and 62 per cent of the Extension Council Presidents were not familiar with this area of work. The chi-square value of 7.9 substantiates the fact that the three groups did not differ significantly in their perception of this area of work at the .05 level of confidence.

Food and Nutrition

A majority of the respondents were either "fully" or "fairly familiar" with the Food and Nutrition area of work. Fifty-two per cent

of the County Commission Chairmen, 50 per cent of the Extension Agents, and 37 per cent of the Extension Council Presidents were fully familiar. Forty per cent of the Extension Council Presidents, 35 per cent of the County Commission Chairmen, and 34 per cent of the Extension Agents were fairly familiar. By contrast, less than 5 per cent in each group indicated that they were not familiar with this area of Extension work. These differences were slight, and the chi-square value of 4.2 shown in Table I indicates that these differences were not significant.

Safety and Emergency Preparedness

The level of opinions among the three groups was widely distributed as related to the Safety and Emergency Preparedness area of Extension work. As shown in Table I, a majority of all groups was either "fully" or "fairly familiar" with this area of work. The highest degree of familiarity was with County Commission Chairmen. Thirty-five per cent of this group were fully familiar, compared to 25 per cent and 16 per cent for Extension Council Presidents and Extension Agents, respectively. By contrast, a greater portion of Extension Council Presidents and County Commission Chairmen were not familiar. Twenty per cent of the Extension Council Presidents and 10 per cent of the County Commission Chairmen indicated this response, compared to only 4 per cent for Extension Agents. The chi-square value of 35.8 at the .001 level indicated that a highly significant difference of opinion existed among the three groups as related to their degree of familiarity.

4-H Youth Development

The most familiar area of Extension work among the three respondent groups was in the area of 4-H Youth Development. Examination of the data

reveals that only 1 per cent of the Extension Agents were not familiar with 4-H Club work. There were no County Commission Chairmen and Extension Council Presidents who indicated a similar response. A majority in all groups related a full degree of familiarity. Table I reveals that 75 per cent of the County Commission Chairmen, 67 per cent of the Extension Council Presidents, and 65 per cent of the Extension Agents were fully familiar with this area of Extension work. The chi-square value of 8.6 indicates no significant difference existed at the .05 level among the three groups in relation to this variable.

Improved Family Living

There also existed uniformity of opinions among the three groups on their familiarity with the Improved Family Living area of Extension work. The chi-square value of 7.5 at four degrees of freedom indicated that the differences that did exist were not significant. A majority in all three groups were either "fully" or "fairly familiar." Table I indicates that 45 per cent of the County Commission Chairmen, 40 per cent of the Extension Council Presidents, and 35 per cent of the Extension Agents were fully familiar. A similar comparison shows 48 per cent of the Extension Agents, 42 per cent of the County Commission Chairmen, and 35 per cent of the Extension Council Presidents to be fairly familiar with this phase of the Extension program. Less than 10 per cent in all three groups were not familiar, with the lowest being the Extension Agents who were only 2 per cent in the not familiar category.

Community Development

An examination of the data in Table I reveals a high level of familiarity with the Community Development area of Extension work when

the two uppermost categories were considered together. Full degrees of familiarity of 57 per cent, 47 per cent, and 25 per cent were indicated, respectively, for County Commission Chairmen, Extension Council Presidents, and Extension Agents. In the fairly familiar category, the percentages were 43 per cent, 36 per cent, and 30 per cent in reverse order. The highest in the "not familiar" category was that expressed by County Commission Chairmen with 10 per cent, followed by Extension Council Presidents with 7 per cent. Only 4 per cent of the Extension Agents were in this category. The conclusion is drawn that County Commission Chairmen and Extension Council Presidents tended to view this area of work with a higher degree of familiarity than did the Extension Agents. The chi-square value of 37.9 indicates a highly significant difference of opinions among the three groups at the .001 level.

Forestry Production and Marketing

County Commission Chairmen and Extension Council Presidents were much more familiar with the Forestry Production and Marketing phase of the Extension program than were Extension Agents. As shown in Table I, 35 per cent of the County Commission Chairmen and 33 per cent of the Extension Council Presidents were fully familiar, compared to only 12 per cent of the Extension Agents. By contrast, 34 per cent of the Extension Agents indicated that they were not familiar with this area of Extension work, compared to 10 per cent of the County Commission Chairmen and 8 per cent of the Extension Council Presidents. A chi-square value of 38.0 substantiates that this difference of opinion was highly significant at the .001 level.

Soil and Water Conservation

A similar situation existed among the three groups regarding familiarity with Soil and Water Conservation. Again, the highest degree of familiarity was that expressed by Extension Council Presidents with 55 per cent and County Commission Chairmen with 42 per cent, compared to Extension Agents with only 25 per cent. The data reveal that 24 per cent of the Extension Agents were not familiar with this area of work, compared to 8 per cent for the Extension Council Presidents and 3 per cent for the County Commission Chairmen. Table I indicates the fact that a significant difference of opinion did exist among the three groups with a chi-square value of 30.2 at the .001 level of confidence.

Recreation, Wildlife and Natural Beauty

The highest degree of familiarity expressed by all three groups in relation to Recreation, Wildlife and Natural Beauty was in the "fairly familiar" category. An examination of the data in Table I indicates that a response of "fairly familiar" was obtained by 37 per cent of the County Commission Chairmen, 36 per cent of the Extension Agents, and 35 per cent of the Extension Council Presidents. County Commission Chairmen and Extension Council Presidents tended to be more fully familiar with 38 per cent of the County Commission Chairmen and 27 per cent of the Extension Council Presidents responding in this category, compared to 17 per cent for the Extension Agents. By contrast, 17 per cent of the Extension Agents, 13 per cent of the Extension Council Presidents, and 5 per cent of the County Commission Chairmen were not familiar with this area of Extension work. A chi-square value of 13.7 indicated that there were no significant differences among the three groups in relation to

this variable at the .05 level of confidence.

Resource Protection

County Commission Chairmen and Extension Council Presidents were more familiar with Resource Protection than were Extension Agents. The data in Table I indicate that 42 per cent of the County Commission Chairmen and 35 per cent of the Extension Council Presidents were "fully familiar" with Resource Protection compared to only 9 per cent of the Extension Agents. Forty per cent of the Extension Agents were "fairly familiar" with this area of work, compared to 33 per cent for County Commission Chairmen and 27 per cent for Extension Council Presidents. More Extension Agents were "slightly familiar" (33 per cent) than were County Commission Chairmen and Extension Council Presidents with each group indicating a 20 per cent degree of familiarity. A very high chi-square value of 57.3 at the .001 level of confidence indicates that a highly significant difference of opinion existed among the three groups.

Program Leadership and Administrative Support

All three groups indicated a majority to be either "fully" or "fairly familiar" with Program Leadership and Administrative Support. County Commission Chairmen and Extension Council Presidents were more familiar with this area of Extension work than were Extension Agents. The highest degree of familiarity was expressed by County Commission Chairmen with 65 per cent indicating "fully familiar." This compares to 37 per cent of the Extension Council Presidents and 29 per cent of the Extension Agents in the same category. The majority of Extension Agents (51 per cent) were "fairly familiar," followed by 33 per cent and 20 per cent for Extension Council Presidents and County Commission Chairmen,

respectively. The highest in the "not familiar" category was Extension Council Presidents with 15 per cent, followed by 5 per cent for County Commission Chairmen and 4 per cent for Extension Agents. Table I shows a chi-square value of 33.2 at the .001 level, which indicates that a highly significant difference existed among the three groups.

Table Summary

No attempt will be made at this point to relate situational variables which possibly account for the unusual number of significant differences that existed among the three groups. This topic will be dealt with in Chapter VII.

The data in Table I indicate that County Commission Chairmen and Extension Council Presidents tended to be closely paralleled in their degree of familiarity with 12 of the 13 major areas of work. The only notable difference between these two groups was in the area of Program Leadership and Administrative Support. The larger differences occurred between the County Commission Chairmen and Extension Council Presidents as a group compared with the Extension Agents. These two groups were more familiar with eight of the 13 areas of work than were the Extension Agents. Of additional interest was the fact that the County Commission Chairmen indicated that they were more fully familiar with all 13 areas of work than were the Extension Agents.

II. Importance of the Thirteen Major Areas of Extension Work

In order to determine the respondents' perception as to the importance of each of the 13 major areas of work, they were asked to rank them in order of importance from one through 13. Categories of high, medium, and low were subsequently set up with ratings of 1-4 being

TABLE II
A Comparison of the Importance of the Thirteen Areas of Extension Work
Among County Commission Chairmen, Extension Council Presidents and
Extension Agents, Alabama, 1971

AREAS OF EXTENSION WORK	PERCENT BY CATEGORIES OF IMPORTANCE						
	High	Medium	Low	No Response	Total	X ²	P
1. Improving Farm Income							
County Commission Chairmen (N = 40)	93	7	0	0	100		
Extension Council Presidents (N = 40)	94	3	3	0	100		
Extension Agents (N = 478)	83	13	3	1	100	6.0	N.S.
2. Marketing, Utilization and Farm Supply							
County Commission Chairmen (N = 40)	70	28	2	0	100		
Extension Council Presidents (N = 40)	72	23	5	0	100		
Extension Agents (N = 478)	46	43	9	2	100	16.7	.01
3. International Programs							
County Commission Chairmen (N = 40)	0	0	100	0	100		
Extension Council Presidents (N = 40)	0	2	98	0	100		
Extension Agents (N = 478)	1	4	93	2	100	2.6	N.S.
4. Food and Nutrition							
County Commission Chairmen (N = 40)	45	53	2	0	100		
Extension Council Presidents (N = 40)	40	57	3	0	100		
Extension Agents (N = 478)	56	39	3	2	100	6.7	N.S.
5. Safety and Emergency Preparedness							
County Commission Chairmen (N = 40)	5	25	70	0	100		
Extension Council Presidents (N = 40)	5	35	60	0	100		
Extension Agents (N = 478)	5	35	58	2	100	1.8	N.S.
6. 4-H Youth Development							
County Commission Chairmen (N = 40)	68	32	0	0	100		
Extension Council Presidents (N = 40)	58	43	0	0	100		
Extension Agents (N = 478)	78	19	1	2	100	14.1	.01

TABLE II. Continued

AREAS OF EXTENSION WORK	PERCENT BY CATEGORIES OF IMPORTANCE						
	High	Medium	Low	No Response	Total	χ^2	P
7. Improved Family Living							
County Commission Chairmen (N = 40)	38	47	15	0	100		
Extension Council Presidents (N = 40)	55	37	8	0	100		
Extension Agents (N = 478)	66	27	5	2	100	16.3	.01
8. Community Development							
County Commission Chairmen (N = 40)	22	58	20	0	100		
Extension Council Presidents (N = 40)	20	67	13	0	100		
Extension Agents (N = 478)	17	66	15	2	100	2.0	N.S.
9. Forestry Production and Marketing							
County Commission Chairmen (N = 40)	12	50	38	0	100		
Extension Council Presidents (N = 40)	10	47	43	0	100		
Extension Agents (N = 478)	4	46	47	3	100	8.2	N.S.
10. Soil and Water Conservation							
County Commission Chairmen (N = 40)	20	53	27	0	100		
Extension Council Presidents (N = 40)	22	60	18	0	100		
Extension Agents (N = 478)	8	61	29	2	100	14.3	.01
11. Recreation, Wildlife and Natural Beauty							
County Commission Chairmen (N = 40)	5	45	50	0	100		
Extension Council Presidents (N = 40)	3	40	57	0	100		
Extension Agents (N = 478)	4	49	45	2	100	2.6	N.S.
12. Resource Protection							
County Commission Chairmen (N = 40)	2	48	50	0	100		
Extension Council Presidents (N = 40)	3	37	60	0	100		
Extension Agents (N = 478)	4	44	50	2	100	1.7	N.S.
13. Program Leadership and Administrative Support							
County Commission Chairmen (N = 40)	20	55	25	0	100		
Extension Council Presidents (N = 40)	17	45	38	0	100		
Extension Agents (N = 478)	24	41	32	3	100	3.3	N.S.

the high category, 5-9 the medium category, and 10-13 the low category. Table II presents the percentage distribution in each of these three categories along with the chi-square values of all three respondent groups relating to this variable.

Improving Farm Income

The majority of all three groups rated Improving Farm Income in the "high" category. Ninety-four per cent of the Extension Council Presidents, 93 per cent of the County Commission Chairmen, and 83 per cent of the Extension Agents rated this area of work as "high" in importance, Table II. Only 3 per cent of the Extension Agents and Extension Council Presidents, respectively, rated this area of work in the "low" category. A chi-square value of 6.0 indicates that there were no significant differences among the three groups in relation to this variable.

Marketing, Utilization and Farm Supply

County Commission Chairmen and Extension Council Presidents tended to rate Marketing, Utilization and Farm Supply much higher than did Extension Agents. An examination of the data in Table II indicates that 72 per cent of the Extension Council Presidents and 70 per cent of the County Commission Chairmen rated this area of work in the "high" category, compared to only 46 per cent for the Extension Agents. Most Extension Agents (43 per cent) placed this area of work in the "medium" category of importance with 28 per cent of the County Commission Chairmen and 23 per cent of the Extension Council Presidents responding accordingly. A chi-square value of 16.7 at the .01 level of confidence indicates that the difference of opinion among the three groups was highly significant.

International Programs

Table II verifies the fact that all three groups were almost in unanimous agreement in their opinions related to International Programs. All three placed this area of work in the lowest category of importance with the highest percentage doing so being the County Commission Chairmen with 100 per cent, followed by the Extension Council Presidents with 98 per cent and the Extension Agents with 93 per cent. Only 1 per cent of the Extension Agents placed a "high" importance on International Programs and none of the County Commission Chairmen and Extension Council Presidents responded in this category. A low chi-square value of 2.6 indicates no significant differences existed among the three groups in relation to this variable.

Food and Nutrition

The majority of all respondents viewed Food and Nutrition in the "medium" and "high" categories of importance. As reflected in Table II, only 3 per cent of the Extension Agents and Extension Council Presidents placed this area of work in the "low" category, compared to 2 per cent of the County Commission Chairmen who also rated it "low." In the "high" category, the Extension Agents placed the greater emphasis of 56 per cent followed by the County Commission Chairmen with 45 per cent and the Extension Council Presidents with 40 per cent. The Extension Council Presidents and County Commission Chairmen placed their major emphasis of importance in the "medium" category. Fifty-seven per cent of the Extension Council Presidents and 53 per cent of the County Commission Chairmen responded in this category, compared to 39 per cent for the Extension Agents. A chi-square value of 6.7 indicates no significant differences

existed among the three groups in relation to this area of work.

Safety and Emergency Preparedness

All three groups were in agreement in placing Safety and Emergency Preparedness in the "low" category. Seventy per cent of the County Commission Chairmen, 60 per cent of the Extension Council Presidents, and 58 per cent of the Extension Agents responded in this category of importance. Five per cent of each group rated this area in the "high" category. Table II indicates a low chi-square value of 1.8, which reflects the fact that there were no significant differences in opinion among the three groups.

4-H Youth Development

Table II indicates that the majority in all three groups rated 4-H Youth Development in the "high" category. Seventy-eight per cent, 68 per cent, and 58 per cent of the Extension Agents, County Commission Chairmen, and Extension Council Presidents, respectively, placed 4-H work in the "high" category. The major difference among the three groups was that the Extension Council Presidents tended to place a higher degree of importance on this area of Extension work in the "medium" category. Forty-three per cent responded in this category, compared to 32 per cent for the County Commission Chairmen and 19 per cent for the Extension Agents. A chi-square value of 14.1 at the .01 level of confidence indicates that this difference of opinion was significant.

Improved Family Living

An examination of the data in Table II indicates that a majority in two of the groups placed Improved Family Living in the "high" category. Sixty-six per cent of the Extension Agents and 55 per cent of the Extension

sion Council Presidents responded in this category, compared to only 38 per cent of the County Commission Chairmen. A majority (47 per cent) of the County Commission Chairmen viewed this area of work in the "medium" category of importance. The chi-square value of 16.3 at the .01 level indicates a significant difference of opinion among the three groups.

Community Development

The three groups were closely allied in their opinions related to Community Development. The majority in all three groups placed this area of work in the "medium" category of importance with the highest percentage being the Extension Council Presidents with 67 per cent followed by the Extension Agents with 66 per cent and County Commission Chairmen with 58 per cent. The "high" and "low" categories were evenly divided among the three groups. Table II indicates a chi-square value of 2.0, which denotes no significant differences of opinion among the three groups.

Forestry Production and Marketing

A similar situation existed in the Forestry Production and Marketing area of Extension work. An examination of the data revealed that 50 per cent of the County Commission Chairmen, 47 per cent of the Extension Council Presidents, and 46 per cent of the Extension Agents placed this area of work in the "medium" category of importance. Slightly more (47 per cent) of the Extension Agents placed Forestry Production and Marketing in the "low" category. There were more County Commission Chairmen (12 per cent) than Extension Council Presidents (10 per cent) and Extension Agents (4 per cent) who placed a "high" importance on this area of work. The chi-square value in Table II of 8.2 indicates that the three groups tended to view this area of work in a similar manner since the

differences were not significant at the .05 level of confidence.

Soil and Water Conservation

A "medium" level of importance was placed on Soil and Water Conservation by a majority in all three groups. Sixty-one per cent of the Extension Agents, 60 per cent of the Extension Council Presidents, and 53 per cent of the County Commission Chairmen responded in this category. A close examination of the data in Table II reveals that the Extension Council Presidents and County Commission Chairmen placed a greater percentage in the "high" category than did the Extension Agents. Twenty-two per cent of the Extension Council Presidents and 20 per cent of the County Commission Chairmen responded in the "high" category, compared to only 8 per cent of the Extension Agents. This accounts for the chi-square value of 14.3, which indicates a significant difference of opinion at the .01 level.

Recreation, Wildlife and Natural Beauty

Table II indicates the fact that the three groups were together in placing Recreation, Wildlife and Natural Beauty in the "medium" and "low" categories of importance. More Extension Council Presidents (57 per cent) placed this area of work in the "low" category, followed by 50 per cent of the County Commission Chairmen and 45 per cent of the Extension Agents. The highest percentage in the "high" category was that of the County Commission Chairmen with only 5 per cent. A chi-square value of 2.6 substantiates the fact that no significant differences existed among the three groups as related to this area of work.

Resource Protection

A "low" level of importance was placed on Resource Protection by all three groups. The majority, 60 per cent, of the Extension Council Presidents was in this category, compared to exactly 50 per cent each of County Commission Chairmen and Extension Agents. The highest percentage in the "high" category was that of the Extension Agents with only 4 per cent. Table II indicates a chi-square value of 1.7, which verifies that there were no significant differences among the three groups in relation to this variable.

Program Leadership and Administrative Support

The greater portion in all three groups placed Program Leadership and Administrative Support in the "medium" and "low" categories. It can be noted in Table II that 55 per cent of the County Commission Chairmen, 45 per cent of the Extension Council Presidents, and 41 per cent of the Extension Agents placed a "medium" category of importance on this area of work. The "high" and "low" category percentages were pretty evenly divided with the greater portion in the "high" category being the Extension Agents with 24 per cent and the greater portion in the "low" category being the Extension Council Presidents with 38 per cent. A chi-square value of 3.3 indicates no significant differences among the groups in relation to this area of work.

Table Summary

The data in Table II indicate that the three groups as a rule tended to view the importance of each of the 13 major areas of work in a similar manner. There were only four areas of Extension work in which significant differences of opinion existed. County Commission Chairmen and Extension Council

Presidents placed a significantly higher percentage of importance on Marketing, Utilization and Farm Supply and Soil and Water Conservation than did Extension Agents. The other two program areas of work in which differences existed were in the areas of 4-H Youth Development and Improved Family Living. In these two areas, Extension Agents placed a higher order of importance on the two areas than did County Commission Chairmen and Extension Council Presidents.

III. Future Emphasis of the Thirteen Major Areas of Extension Work

The respondents were first made aware of the amount of manpower resources that the Extension Service presently spends each year with each of the 13 major areas of Extension work. Categories were then set up in order to gain insight into the respondents' perception regarding the amount of time, if any, of future manpower resources that should be devoted to each area of work as compared to that presently being spent. These response categories were: (1) more than present, (2) same as present, (3) less than present, and (4) no opinion. Table III presents the percentage distributions and chi-square values of all respondents relating to this variable.

Improving Farm Income

As indicated in Table III, the majority in all groups felt that the Extension Service should spend either the same amount or more time on Improving Farm Income. A higher percentage felt that the "same" amount of time should be spent in the future. Seventy-two per cent of the County Commission Chairmen, 46 per cent of the Extension Agents, and 43 per cent of the Extension Council Presidents responded in this category. A major difference of opinion existed among the groups in relation to

TABLE III
A Comparison of Future Emphasis of the Thirteen Areas of Extension
Work Among County Commission Chairmen, Extension Council
Presidents and Extension Agents, Alabama, 1971

AREAS OF EXTENSION WORK	PERCENT BY DEGREES OF EMPHASIS						X ²	P
	More	Same	Less	No Opinion	No Response	Total		
1. Improving Farm Income								
County Commission Chairmen (N = 40)	28	72	0	0	0	100		
Extension Council Presidents (N = 40)	55	43	0	2	0	100		
Extension Agents (N = 478)	40	46	9	3	2	100	17.0	.01
2. Marketing, Utilization, and Farm Supply								
County Commission Chairmen (N = 40)	35	63	0	2	0	100		
Extension Council Presidents (N = 40)	65	30	3	2	0	100		
Extension Agents (N = 478)	58	29	3	8	2	100	20.1	.01
3. International Programs								
County Commission Chairmen (N = 40)	0	67	8	25	0	100		
Extension Council Presidents (N = 40)	2	60	10	28	0	100		
Extension Agents (N = 478)	7	46	18	25	4	100	27.8	.001
4. Food and Nutrition								
County Commission Chairmen (N = 40)	38	57	5	0	0	100		
Extension Council Presidents (N = 40)	38	57	3	2	0	100		
Extension Agents (N = 478)	52	39	5	2	2	100	32.6	.001
5. Safety and Emergency Preparedness								
County Commission Chairmen (N = 40)	18	65	5	12	0	100		
Extension Council Presidents (N = 40)	20	75	0	5	0	100		
Extension Agents (N = 478)	27	59	6	5	3	100	9.6	N.S.
6. 4-H Youth Development								
County Commission Chairmen (N = 40)	33	67	0	0	0	100		
Extension Council Presidents (N = 40)	50	50	0	0	0	100		
Extension Agents (N = 478)	70	27	1	1	1	100	34.7	.001

TABLE III. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREES OF EMPHASIS							
	More	Same	Less	No Opinion	No Response	Total	X ²	P
7. Improved Family Living								
County Commission Chairmen (N = 40)	13	85	2	0	0	100		
Extension Council Presidents (N = 40)	30	55	12	3	0	100		
Extension Agents (N = 478)	56	34	7	1	2	100	50.3	.001
8. Community Development								
County Commission Chairmen (N = 40)	35	55	0	10	0	100		
Extension Council Presidents (N = 40)	35	55	7	3	0	100		
Extension Agents (N = 478)	31	53	10	3	3	100	11.2	N.S.
9. Forestry Production and Marketing								
County Commission Chairmen (N = 40)	33	60	2	5	0	100		
Extension Council Presidents (N = 40)	27	70	3	0	0	100		
Extension Agents (N = 478)	24	58	5	10	3	100	7.6	N.S.
10. Soil and Water Conservation								
County Commission Chairmen (N = 40)	30	65	0	5	0	100		
Extension Council Presidents (N = 40)	27	65	3	5	0	100		
Extension Agents (N = 478)	37	49	4	7	3	100	7.0	N.S.
11. Recreation, Wildlife and Natural Beauty								
County Commission Chairmen (N = 40)	15	67	13	5	0	100		
Extension Council Presidents (N = 40)	5	28	62	5	0	100		
Extension Agents (N = 478)	18	44	32	4	2	100	26.9	.001
12. Resource Protection								
County Commission Chairmen (N = 40)	38	55	2	5	0	100		
Extension Council Presidents (N = 40)	30	62	3	5	0	100		
Extension Agents (N = 478)	35	48	5	9	3	100	4.0	N.S.
13. Program Leadership and Administrative Support								
County Commission Chairmen (N = 40)	15	75	5	5	0	100		
Extension Council Presidents (N = 40)	10	60	20	10	0	100		
Extension Agents (N = 478)	22	53	17	6	2	100	11.5	N.S.

the "more" category. Fifty-five per cent of the Extension Council Presidents and 40 per cent of the Extension Agents responded that "more" time should be spent in this area, whereas only 28 per cent of County Commission Chairmen expressed this viewpoint. The table also reveals that 9 per cent of the Extension Agents were in favor of "less" time on this area of work. No County Commission Chairmen and Extension Council Presidents expressed this viewpoint. A chi-square value of 17.0 existed indicating that this difference of opinion was significant at the .01 level.

Marketing, Utilization and Farm Supply

By inspection, Table III also reveals a similar situation in relation to Marketing, Utilization and Farm Supply. Again, a majority responded in the "more" and "same" categories with the greater portion feeling that more time should be spent in this area of work. Sixty-five per cent of the Extension Council Presidents and 58 per cent of the Extension Agents expressed this viewpoint. The major difference in the three groups existed among the County Commission Chairmen. Thirty-five per cent responded in the "more" category and 63 per cent in the "same" category. Three per cent of the Extension Agents and Extension Council Presidents felt that less time should be spent. There were no County Commission Chairmen in this response category. A chi-square value of 20.1 substantiates a difference of opinion that is significant among the three groups at the .01 level.

International Programs

Most respondents felt that the same amount of time should be spent in the future on International Programs. A significant difference of

opinion, as indicated by a chi-square value of 27.8 at the .001 level, existed in that County Commission Chairmen (67 per cent) and Extension Council Presidents (60 per cent) expressed a higher percentage for spending the same amount of time than did the Extension Agents (46 per cent). More Extension Agents (18 per cent) were in favor of less time than were Extension Council Presidents (10 per cent) and County Commission Chairmen (8 per cent). About one-fourth of all respondents did not express an opinion on this area of work.

Food and Nutrition

Only a small percentage, 5 per cent of County Commission Chairmen and Extension Agents and 3 per cent of Extension Council Presidents, were in favor of "less" time in the Food and Nutrition area of work. A look at Table III indicates a significant difference among the groups in the "more" and "same" categories. Fifty-seven per cent of County Commission Chairmen and Extension Council Presidents were in favor of the same amount of time in the future, compared to 39 per cent of Extension Agents in this category. A higher percentage (52 per cent) of Extension Agents favored more time, compared to 38 per cent each for County Commission Chairmen and Extension Council Presidents. A chi-square value of 32.6 indicates this difference of opinion at the .001 level of confidence.

Safety and Emergency Preparedness

The majority in all groups favored spending the "same" amount of time on Safety and Emergency Preparedness in the future. Seventy-five per cent of the Extension Council Presidents, 65 per cent of County Commission Chairmen, and 59 per cent of the Extension Agents responded in this category. The highest group favoring "more" time was the Extension

Agents (27 per cent). Less than 6 per cent in all groups were in favor of "less" time in this area of work. The chi-square value in Table III of 9.6 indicates no significant differences among the groups in relation to this variable.

4-H Youth Development

None of the County Commission Chairmen or Extension Council Presidents felt that less time should be spent on 4-H Youth Development, and only 1 per cent of the Extension Agents responded in this category. However, a close inspection of Table III reveals that a significant difference of opinion did exist between the three groups in the "same" and "more" categories. In the "same" category, 67 per cent of the County Commission Chairmen and 50 per cent of the Extension Council Presidents responded, whereas only 27 per cent of the Extension Agents expressed this viewpoint. In the "more" category, the trend was somewhat reversed in that 70 per cent of the Extension Agents responded here, compared to 50 per cent for the Extension Council Presidents and 33 per cent of County Commission Chairmen. The chi-square value of 34.7 substantiates this difference of opinion among the three groups as being significant at the .001 level.

Improved Family Living

Opinions were widely varied among the groups in relation to the Improved Family Living area of work. By inspection, Table III indicates the majority in the "more" and "same" categories but a wide variation within each category. Eighty-five per cent of the County Commission Chairmen responded that the same amount of time should be spent, compared to 55 per cent of the Extension Council Presidents and 34 per cent of

the Extension Agents. A majority (56 per cent) of Extension Agents responded in the "more" category, compared to 30 per cent for the Extension Council Presidents and only 13 per cent for County Commission Chairmen. A very large chi-square value of 50.3 indicates that significant differences of opinions did exist among the groups at the .001 level.

Community Development

A majority of all three groups felt that the same amount of time should be spent in the future on Community Development. Fifty-five per cent of County Commission Chairmen and Extension Council Presidents and 53 per cent of the Extension Agents responded in the "same" category. Less than 10 per cent of all groups felt that less time should be spent. The chi-square value of 11.2 indicated in Table III indicates that no significant differences existed among the three groups in relation to this variable.

Forestry Production and Marketing

A similar situation existed within the groups as related to the Forestry Production and Marketing area of work. Table III reveals that Extension Council Presidents (70 per cent), County Commission Chairmen (60 per cent), and Extension Agents (58 per cent) felt that the "same" amount of time should be spent in the future. By comparison, 33 per cent of the County Commission Chairmen, 27 per cent of the Extension Council Presidents, and 24 per cent of the Extension Agents felt that "more" time should be spent. Less than 5 per cent in all groups were in favor of "less" time in this area of work. A chi-square value of 7.6 indicates no significant differences of opinions among the three groups at the

.05 level of confidence.

Soil and Water Conservation

Less than 5 per cent in all groups were in favor of spending "less" time on Soil and Water Conservation. A majority favored spending the "same" amount of time. As noted in Table III, 65 per cent of the County Commission Chairmen and Extension Council Presidents responded in this category, compared to 49 per cent of the Extension Agents. The groups were in similar agreement in the "more" category with 37 per cent, 30 per cent, and 27 per cent for Extension Agents, County Commission Chairmen and Extension Council Presidents, respectively. The chi-square value of 7.0 indicates no significant differences among the three groups at the .05 level of confidence.

Recreation, Wildlife and Natural Beauty

As noted in Table III, a wide range of differences existed in relation to the Recreation, Wildlife and Natural Beauty area of work. Most County Commission Chairmen (67 per cent) and Extension Agents (44 per cent) favored spending the "same" amount of time in this area of work, compared to 28 per cent for the Extension Council Presidents. Extension Council Presidents (62 per cent) were more in favor of "less" time, compared to 32 per cent of the Extension Agents and 13 per cent of County Commission Chairmen. The highest group favoring "more" time was Extension Agents with 18 per cent. Fifteen per cent and 5 per cent responses for County Commission Chairmen and Extension Council Presidents, respectively, were indicated in this category. A chi-square value of 26.9 substantiates the fact that the three groups differed significantly in their opinions at the .001 level.

Resource Protection

Less than 5 per cent in all groups were in favor of spending "less" time in the Resource Protection area of Extension work. The majority in all groups was in favor of spending the "same" amount of time as indicated by responses of 62 per cent for the Extension Council Presidents, 55 per cent for the County Commission Chairmen, and 48 per cent for Extension Agents. The chi-square value of 4.0 indicated in Table III reflects the conclusion that no significant differences existed among the three groups in relation to this variable.

Program Leadership and Administrative Support

The majority in all groups favored spending the "same" amount of time on Program Leadership and Administrative Support. Table III supports this statement with responses of 75 per cent, 60 per cent, and 53 per cent in the "same" category for County Commission Chairmen, Extension Council Presidents, and Extension Agents, respectively. The three groups were fairly evenly distributed in the "more" and "less" categories. A chi-square value of 11.5 indicates that the three groups were in general agreement on their viewpoints as related to this area of Extension work since the differences were not significant at the 5 per cent level of confidence.

Table Summary

The data in Table III indicate significant differences of opinions among the three groups as to the amount of time that should be spent in the future on eight of the 13 major areas of Extension work. The most significant differences existed in the Food and Nutrition, Improved Family Living, 4-H Youth Development, and Recreation, Wildlife and

Natural Beauty areas of work. In all four areas, Extension Agents felt that a greater amount of time should be devoted in the future than did County Commission Chairmen and Extension Council Presidents. County Commission Chairmen and Extension Council Presidents tended to favor more time on International Programs than did Extension Agents. On the other hand, Extension Council Presidents favored more time on Improving Farm Income and Marketing, Utilization and Farm Supply than did County Commission Chairmen and Extension Agents.

EXTENSION OBLIGATION TO FARMER-INCOME CATEGORIES

There are four major income categories of farmers with which the Extension Service works. These are (1) Large Commercial Farmers, (2) Average Size Family Farmers, (3) Small Subsistence Farmers, and (4) Part-time Farmers. A response was obtained from the three groups concerning (1) their knowledge as to the amount of time they think the Extension Service is presently spending with each farmer-income category, and (2) their opinions concerning the amount of time that the Extension Service should spend with each group in the future.

I. Present Emphasis with Farmer-Income Categories

In order to determine the respondents' knowledge as to the amount of time the Extension Service presently spends with the four farmer-income groups, opinion categories were set up enabling the respondent to relate his opinions regarding this subject. These opinion categories were: (1) none, (2) not much time, (3) some time, (4) a great deal of time, and (5) no opinion. Table IV presents the percentage distributions and chi-square values of all respondents relating to this variable.

TABLE IV
A Comparison of the Amount of Time Presently Spent by the Extension Service
with Farmer Groups Among County Commission Chairmen, Extension Council
Presidents, and Extension Agents, Alabama, 1971

FARMER SIZE	PERCENT BY AMOUNT OF PRESENT TIME EMPHASIS							χ^2	P
	None	Not Much	Some	A Great Deal	No Opinion	No Response	Total		
1. Large Commercial Farmers									
County Commission Chairmen (N = 40)	0	14	52	17	17	0	100		
Extension Council Presidents (N = 40)	5	10	52	20	13	0	100		
Extension Agents (N = 478)	1	13	43	27	14	2	100	10.4	N.S.
2. Average Size Family Farmers									
County Commission Chairmen (N = 40)	0	0	35	60	5	0	100		
Extension Council Presidents (N = 40)	0	5	25	65	5	0	100	*	
Extension Agents (N = 478)	0	2	32	55	9	2	100		
3. Small Subsistence Farmers									
County Commission Chairmen (N = 40)	0	10	55	30	5	0	100		
Extension Council Presidents (N = 40)	0	8	52	32	8	0	100		
Extension Agents (N = 478)	1	21	45	22	9	2	100	9.7	N.S.
4. Part-time Farmers									
County Commission Chairmen (N = 40)	0	8	72	10	10	0	100		
Extension Council Presidents (N = 40)	8	12	60	12	8	0	100		
Extension Agents (N = 478)	1	24	49	13	11	2	100	24.7	.01

*Theoretical frequency less than 5 in some cells, reducing reliability of chi-square test.

Large Commercial Farmers

The majority in all three groups felt that the Extension Service was spending "some" time with Large Commercial Farmers. This was reflected by 52 per cent responses for both County Commission Chairmen and Extension Council Presidents and 43 per cent for Extension Agents in this category. A closer examination of Table IV reveals that the groups were in agreement on the other four response categories. The only exception was in the "none" category in which 5 per cent of the Extension Council Presidents and 1 per cent of the Extension Agents responded. The table also indicates a high percentage among all three groups who responded in the "no opinion" category. Response percentages of 17 per cent, 14 per cent, and 13 per cent were obtained from County Commission Chairmen, Extension Agents, and Extension Council Presidents, respectively. A chi-square value of 10.4 indicates that there was no significant difference in the opinions of the three groups in relation to time spent by the Extension Service with Large Commercial Farmers at the .05 level of confidence.

Average Size Family Farmers

A high percentage in each of the three groups felt that the Extension Service was spending a "great deal" of time with Average Size Family Farmers. Responses of 65 per cent, 60 per cent, and 55 per cent were obtained in this category for Extension Council Presidents, County Commission Chairmen, and Extension Agents, respectively. The data in Table IV indicate that the groups were in agreement in three of the remaining response categories. In the fourth category, "not much time," 5 per cent of the Extension Council Presidents and 2 per cent of the

Extension Agents felt that the Extension Service was involved to this extent with Average Size Family Farmers. A chi-square value was not calculated because there was a theoretical frequency of less than five in some cells, thus reducing the reliability of the chi-square test. However, observation of the data indicated no important differences.

Small Subsistence Farmers

A majority of all groups felt that the Extension Service was spending "some" time with Small Subsistence Farmers. Fifty-five per cent of County Commission Chairmen, 52 per cent of the Extension Council Presidents, and 45 per cent of the Extension Agents responded in this category. It can be noted in Table IV that the groups were evenly divided in all other response categories except one. The "not much time" category had a higher percentage (21 per cent) of Extension Agents responding in it, compared to 10 per cent of County Commission Chairmen and 8 per cent of the Extension Council Presidents. A chi-square value of 9.7 indicates that there was not a significant difference of opinion among the three groups in response to this variable at the .05 level of confidence.

Part-time Farmers

Considering the two uppermost response categories, the majority in all groups felt that the Extension Service was spending either "some" or "a great deal" of time with Part-time Farmers. Seventy-two per cent of County Commission Chairmen and 60 per cent of the Extension Council Presidents responded in the "some time" category, compared to 49 per cent of the Extension Agents. In the "great deal" category, 13 per cent of the Extension Agents, 12 per cent of the Extension Council Presidents,

and 10 per cent of County Commission Chairmen responded. The data in Table IV indicate that a difference of opinion existed among the three groups in one of the lower response categories. Twenty-four per cent of the Extension Agents felt that the Extension Service was spending "not much time" with Part-time Farmers, compared to 12 per cent of the Extension Council Presidents and 8 per cent of County Commission Chairmen with a similar opinion. A chi-square value of 24.7 indicates that this difference of opinion was significant at the .01 level.

Table Summary

The data in Table IV indicate one farmer-income group in which significant differences of opinion existed among respondents. This difference was with Extension Agents who expressed the opinion that the Extension Service was spending less time with Part-time Farmers than the amount of time expressed by County Commission Chairmen and Extension Council Presidents. Opinions of the three respondent groups were evenly divided in relation to Large Commercial Farmers, Average Size Family Farmers, and Small Subsistence Farmers.

II. Future Emphasis with Farmer-Income Groups

In order to determine the respondents' perception as to the amount of time the Extension Service should be spending with farmer-income groups, opinion categories were arranged as follows: (1) less time than the present, (2) the same amount of time as the present, (3) some more time than the present, (4) a great deal more time than the present, and (5) no opinion. Table V presents the percentage distributions and chi-square values of all respondent groups in relation to this variable.

TABLE V
A Comparison of the Amount of Time that Should Be Spent in the Future
with Farmer Groups Among County Commission Chairmen, Extension
Council Presidents, and Extension Agents, Alabama, 1971

FARMER SIZE	PERCENT BY AMOUNT OF FUTURE TIME EMPHASIS								
	Less	Same	Some More	Great Deal More	No Opinion	No Response	Total	X ²	P
1. Large Commercial Farmers									
County Commission Chairmen (N = 40)	2	75	10	0	13	0	100		
Extension Council Presidents (N = 40)	10	62	13	0	15	0	100		
Extension Agents (N = 478)	9	50	17	5	17	2	100	13.1	N.S.
2. Average Size Family Farmers									
County Commission Chairmen (N = 40)	0	75	15	5	5	0	100		
Extension Council Presidents (N = 40)	0	50	37	8	5	0	100		
Extension Agents (N = 478)	1	40	38	8	11	2	100	19.1	.05
3. Small Subsistence Farmers									
County Commission Chairmen (N = 40)	0	75	15	5	5	0	100		
Extension Council Presidents (N = 40)	3	72	12	3	10	0	100		
Extension Agents (N = 478)	6	32	37	12	11	2	100	51.2	.001
4. Part-time Farmers									
County Commission Chairmen (N = 40)	3	80	5	2	10	0	100		
Extension Council Presidents (N = 40)	13	67	10	0	10	0	100		
Extension Agents (N = 478)	8	49	24	3	14	2	100	21.7	.01

Large Commercial Farmers

The majority in all groups felt that the Extension Service should spend the "same" amount of time with Large Commercial Farmers in the future. County Commission Chairmen were strongest in this viewpoint with 75 per cent voicing this opinion. Sixty-two per cent of the Extension Council Presidents and 50 per cent of the Extension Agents had a similar opinion. By inspection, Table V reveals that the three groups were fairly evenly divided in the other response categories. A chi-square value of 13.1 indicates that there was no significant difference among the three groups in their viewpoints relating to future time emphasis with Large Commercial Farmers.

Average Size Family Farmers

An examination of Table V indicates that the three groups were somewhat divided in relation to their viewpoints concerning time emphasis with Average Size Family Farmers. The majority in all groups felt that either the "same" or "some more" time should be spent with these farmers in the future. The highest opinion was that of County Commission Chairmen (75 per cent) who felt that the Extension Service should spend the "same" amount of time in the future with these farmers. Fifty per cent of the Extension Council Presidents and 40 per cent of the Extension Agents responded in this category. The major difference occurred in the "some more" time category. Here Extension Council Presidents and Extension Agents were together with 37 per cent and 38 per cent responses, respectively, compared to only 15 per cent for County Commission Chairmen. Less than 10 per cent in all three groups felt that a "great deal" more time should be spent with Average Size Family Farmers. A chi-square

value of 19.1 indicates a significant difference of opinion on this variable at the .05 level of confidence.

Small Subsistence Farmers

Opinions were widely varied in relation to future time emphasis with Small Subsistence Farmers. County Commission Chairmen (75 per cent) and Extension Council Presidents (72 per cent) were together in their opinions of spending the "same" amount of time, whereas only 32 per cent of the Extension Agents were in this response category. Extension Agents favored spending more time with Small Subsistence Farmers than did the other two groups. Thirty-seven per cent of Extension Agents favored "some more" time, compared to 15 per cent for County Commission Chairmen and 12 per cent for Extension Council Presidents. Extension Agents (12 per cent) led the highest response category, "a great deal more time", with only 5 per cent of the County Commission Chairmen and 3 per cent of the Extension Council Presidents responding in this category. A very high chi-square value of 51.2 at the .001 level substantiates the fact that significant differences did exist among the three groups in relation to their viewpoints concerning time emphasis with this farmer-income group.

Part-time Farmers

By inspection, Table V also indicates a similar situation in the way respondents viewed time emphasis with Part-time Farmers. Again, County Commission Chairmen and Extension Council Presidents were together in their viewpoints concerning spending the "same" amount of time with this farmer-income group, contrasted with Extension Agents who favored more time. In the "same" category, 80 per cent of County

Commission Chairmen and 67 per cent of the Extension Council Presidents responded. This compares to 40 per cent for Extension Agents in the same category. A higher percentage (24 per cent) of Extension Agents favored spending "some more" time with Part-time Farmers than did the Extension Council Presidents (10 per cent) and County Commission Chairmen (5 per cent). The table reflects a chi-square value of 21.7 which denotes a significant difference of opinion among the three groups at the .01 level.

Table Summary

The data in Table V indicated that the only farmer-income groups in which the three respondent groups were together in their opinions was with the Large Commercial Farmers. A significant difference existed with the other three farmer-size groups. In all three cases, Extension Agents tended to favor spending more time in the future with Average Size Family Farmers, Small Subsistence Farmers, and Part-time Farmers than did County Commission Chairmen and Extension Council Presidents.

EXTENSION OBLIGATION TO RURAL AND URBAN FAMILIES

There are four major clientele groups with which the Extension Service has responsibilities. These are: (1) Rural Farm Families, (2) Rural Non-Farm Families, (3) Town and Village Families, and (4) Urban and City Families. A response was obtained from County Commission Chairmen, Extension Council Presidents, and Extension Agents regarding (1) their knowledge as to the amount of time they think the Extension Service is presently spending with each clientele group, and (2) their opinions regarding the amount of time they feel that the Extension

Service should be spending with each clientele group in the future.

I. Present Emphasis with Clientele Groups

A determination was obtained regarding the respondents' perception as to the amount of time the Extension Service presently spends with each clientele group. In order to do this, opinion categories were set up as follows: (1) none, (2) not much time, (3) some time, (4) a great deal of time, and (5) no opinion. Table VI presents the percentage distributions and chi-square values of all respondents relating to this variable.

Rural Farm Families

A large majority in each of the three respondent groups was of the opinion that the Extension Service presently spends a "great deal" of time with Rural Farm Families. Eighty-seven per cent, 82 per cent, and 70 per cent responses were indicated in this category for County Commission Chairmen, Extension Council Presidents, and Extension Agents, respectively. There were no responses in the "none" category and only 1 per cent in the "not much" category. A chi-square value was not calculated for this clientele group in Table VI because there was a theoretical frequency of less than five in some cells, thus reducing the reliability of the chi-square test. However, observation of the data indicated no important differences among the three groups.

Rural Non-Farm Families

The data in Table VI indicate that a majority of all three respondent groups feels that the Extension Service is presently spending "some" time with Rural Non-Farm Families. Responses were obtained in this category of 72 per cent, 70 per cent, and 55 per cent for Extension

TABLE VI
A Comparison of the Amount of Time Presently Spent by the Extension Service
with Clientele Groups Among County Commission Chairmen, Extension Council
Presidents, and Extension Agents, Alabama, 1971

CLIENTELE GROUP	PERCENT BY AMOUNT OF PRESENT TIME EMPHASIS							X ²	P
	None	Not Much	Some	A Great Deal	No Opinion	No Response	Total		
1. Rural Farm Families									
County Commission Chairmen (N = 40)	0	0	10	87	3	0	100	*	
Extension Council Presidents (N = 40)	0	0	10	82	8	0	100		
Extension Agents (N = 478)	0	1	24	70	3	2	100		
2. Rural Non-Farm Families									
County Commission Chairmen (N = 40)	0	7	70	20	3	0	100	20.5	.01
Extension Council Presidents (N = 40)	3	10	72	7	8	0	100		
Extension Agents (N = 478)	1	22	55	18	3	1	100		
3. Town and Village Families									
County Commission Chairmen (N = 40)	0	7	63	20	10	0	100	21.0	.01
Extension Council Presidents (N = 40)	3	15	62	5	15	0	100		
Extension Agents (N = 478)	1	17	66	10	4	2	100		
4. Urban and City Families									
County Commission Chairmen (N = 40)	18	5	32	3	42	0	100	58.9	.001
Extension Council Presidents (N = 40)	27	13	20	3	37	0	100		
Extension Agents (N = 478)	8	35	35	5	15	2	100		

*Theoretical frequency less than 5 in some cells, reducing reliability of chi-square test.

Council Presidents, County Commission Chairmen, and Extension Agents, respectively. The highest percentage of the "great deal" of time category was expressed by County Commission Chairmen (20 per cent). This compares to 18 per cent for Extension Agents and 7 per cent for the Extension Council Presidents in the same response category. Further examination of the table revealed that a difference existed among respondents in the "not much" time category. Extension Agents were higher in this category with 22 per cent than were the Extension Council Presidents with 10 per cent and County Commission Chairmen with 7 per cent. A chi-square value calculated in the table of 20.5 indicates that a significant difference of opinion did exist at the .01 level.

Town and Village Families

Most respondents felt that the Extension Service was spending "some" time with Town and Village Families. Sixty-six per cent of the Extension Agents, 63 per cent of County Commission Chairmen, and 62 per cent of the Extension Council Presidents responded in this category. A difference in opinion existed in that 20 per cent of the County Commission Chairmen were of the opinion that the Extension Service spends a "great deal" of time with Town and Village Families, whereas only 10 per cent of the Extension Agents and 5 per cent of the Extension Council Presidents shared a similar viewpoint. The chi-square value calculated in Table VI of 21.0 indicates that this difference was significant at the .01 level.

Urban and City Families

There was no consensus among any of the respondent groups related to time spent with Urban and City Families. Table VI reveals that the closest consensus among the three groups was in the "some time" category.

In this category 35 per cent of the Extension Agents, 32 per cent of County Commission Chairmen, and 20 per cent of the Extension Council Presidents responded. The major difference indicated in the table was that Extension Agents responded higher in the "not much" category with 35 per cent expressing this viewpoint, compared to 13 per cent for the Extension Council Presidents and 5 per cent for County Commission Chairmen. Also, a major difference occurred in that 27 per cent of the Extension Council Presidents felt that the Extension Service was not spending any time with Urban and City Families, compared to 18 per cent of the County Commission Chairmen and 8 per cent of the Extension Agents who shared a similar viewpoint. Of interest was the fact that 42 per cent of the County Commission Chairmen, 37 per cent of the Extension Council Presidents, and 15 per cent of the Extension Agents had no opinion on this matter. A high chi-square value of 58.9 substantiates the fact that a highly significant difference of opinion did exist among the three groups at the .001 level in relation to this variable.

Table Summary

The data in Table VI indicate that there was only one clientele group with which the respondents shared similar viewpoints regarding present time emphasis by the Extension Service. Observation of the data showed that County Commission Chairmen, Extension Council Presidents, and Extension Agents were in agreement that a "great deal" of time is presently being spent with Rural Farm Families. County Commission Chairmen were of the opinion that the Extension Service spends more time with Rural Non-Farm Families and Town and Village Families than did the Extension Council Presidents and Extension Agents. A final observation

in the table showed that Extension Agents were of the opinion that more time was spent with Urban and City Families than that expressed by the two other respondent groups.

II. Future Emphasis with Clientele Groups

Opinion categories were arranged in order to determine the respondents' perception as to the amount of time the Extension Service should be spending with the four clientele groups. These categories were:

(1) less time than the present, (2) the same amount of time as the present, (3) some more time than the present, (4) a great deal more time than the present, and (5) no opinion. Table VII presents the percentage distributions and chi-square values of all respondent groups in relation to this variable.

Rural Farm Families

A majority in all three respondent groups were of the opinion that the Extension Service should spend the same amount of time as at present with Rural Farm Families. However, examination of the data in Table VII shows that a higher percentage (77 per cent) of County Commission Chairmen expressed this viewpoint. This compares to 47 per cent and 45 per cent, respectively, for Extension Agents and Extension Council Presidents in the same response category. A further examination of the table reveals a higher percentage (25 per cent) of the Extension Council Presidents were in favor of a "great deal" more time being spent with Rural Farm Families than did Extension Agents (13 per cent) and County Commission Chairmen (10 per cent). A chi-square value of 24.0 at the .01 level of confidence indicates a significant difference of opinion among the three groups in relation to future time emphasis with Rural Farm Families.

TABLE VII
A Comparison of the Amount of Time that Should Be Spent in the Future
with Clientele Groups Among County Commission Chairmen, Extension
Council Presidents, and Extension Agents, Alabama, 1971

CLIENTELE GROUP	PERCENT BY AMOUNT OF FUTURE TIME EMPHASIS								
	Less Than Present	Same As Present	Some More Than Present	A Great Deal More Than Present	No Opinion	No Response	Total	X ²	P
1. Rural Farm Families									
County Commission Chairmen (N = 40)	0	77	10	10	3	0	100		
Extension Council Presidents (N = 40)	0	45	22	25	8	0	100		
Extension Agents (N = 478)	2	47	34	13	3	1	100	24.0	.01
2. Rural Non-Farm Families									
County Commission Chairmen (N = 40)	0	82	10	5	3	0	100		
Extension Council Presidents (N = 40)	8	72	12	0	8	0	100		
Extension Agents (N = 478)	3	54	34	5	3	1	100	27.4	.001
3. Town and Village Families									
County Commission Chairmen (N = 40)	5	75	10	2	8	0	100		
Extension Council Presidents (N = 40)	0	77	10	0	13	0	100		
Extension Agents (N = 478)	2	46	40	7	4	1	100	41.9	.001
4. Urban and City Families									
County Commission Chairmen (N = 40)	7	45	3	0	45	0	100		
Extension Council Presidents (N = 40)	10	50	0	3	37	0	100		
Extension Agents (N = 478)	5	33	33	7	19	3	100	48.3	.001

Rural Non-Farm Families

A similar situation existed among the three respondent groups in relation to Extension's future efforts with Rural Non-Farm Families. A majority in all groups, 82 per cent, 72 per cent, and 54 per cent, respectively, for County Commission Chairmen, Extension Council Presidents, and Extension Agents, favored spending the same amount of time as at present with this clientele group. By inspection, Table VII reveals a significantly higher percentage of Extension Agents (34 per cent) were in favor of "some more" time than were Extension Council Presidents (12 per cent) and County Commission Chairmen (10 per cent). Eight per cent of the Extension Council Presidents felt that the Extension Service should spend "less time" with this clientele group. A chi-square value of 27.4 reflects a significant difference of opinion among the three groups at the .001 level.

Town and Village Families

The majority in the three respondent groups again favored spending the "same" amount of time. Seventy-seven per cent of the Extension Council Presidents, 75 per cent of the County Commission Chairmen, and 46 per cent of the Extension Agents responded in this category in relation to Town and Village Families. As indicated in Table VII, a major difference in opinion occurred in respect to the "some more" time category. Forty per cent of the Extension Agents responded in this category, compared to only 10 per cent each for County Commission Chairmen and Extension Council Presidents. The chi-square value of 41.9 reflects the significance of difference in respondent opinions at the .001 level.

Urban and City Families

Table VII reflects a wide variation of opinions among the three respondent groups as related to future time emphasis with Urban and City Families. Extension Agents favored spending more time with this clientele group than did County Commission Chairmen and Extension Council Presidents. Seven per cent of the Extension Agents were in the "great deal" more category, compared to 3 per cent of the Extension Council Presidents and none for County Commission Chairmen. The "some more time than present" category was highest by Extension Agents with 33 per cent responding in this category, followed by only 3 per cent of County Commission Chairmen and none in the Extension Council Presidents' group. Most Extension Council Presidents and County Commission Chairmen favored spending the "same" amount of time with this clientele group. Responses of 50 per cent for the Extension Council Presidents and 45 per cent for County Commission Chairmen were in this response category, compared to only 33 per cent of "no opinion." Responses of 45 per cent, 37 per cent, and 19 per cent were obtained, respectively, for County Commission Chairmen, Extension Council Presidents, and Extension Agents. A very high chi-square value of 48.3 at the .001 level of confidence substantiates that the differences were significant.

Table Summary

The data in Table VII indicate in all cases that Extension Agents favored spending more time with each of the four clientele groups than did County Commission Chairmen or Extension Council Presidents. The most significant difference was with Urban and City Families. In this category there were 30 per cent more Extension Agents favoring addi-

tional time with Urban and City Families than County Commission Chairmen or Extension Council Presidents.

EXTENSION SERVICE ROLE, RESPONSIBILITY, AND FUNCTION

Responses were obtained on 15 statements relating to the role, responsibility, and function of the Extension Service in Alabama. Opinion categories were set up following each statement. These opinion categories were: (1) strongly agree, (2) agree, (3) undecided, (4) disagree, and (5) strongly disagree. Table VIII presents the percentage distribution and chi-square values of all respondents on each of the 15 statements.

Statement 1. "The Extension Service cannot justify spending a great deal of time and effort on programs relating to industrial development."

As reflected in Table VIII, the majority of County Commission Chairmen and Extension Council Presidents responded positively to this statement, whereas the reverse was the case with Extension Agents. Fifty-three per cent of the County Commission Chairmen and 47 per cent of the Extension Council Presidents "agreed" with the statement, compared to only 32 per cent of the Extension Agents. The highest group "strongly agreeing" with the statement was the Extension Council Presidents with 32 per cent in this category, contrasted with the highest group in the "strongly disagreeing" category of Extension Agents with 8 per cent. A chi-square value of 20.9 indicated significant differences of opinion at the .01 level.

TABLE VIII
A Comparison of Attitudes or Opinions on Selected Statements Pertaining
to the Role, Responsibility, and Function of the Extension Service
Among County Commission Chairmen, Extension Council Presidents,
and Cooperative Extension Employees, 1971

STATEMENT	ATTITUDE OR OPINION								P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total	X ²	
1. The Extension Service cannot justify spending a great deal of time and effort on programs relating to industrial development.									
County Commission Chairmen (N = 40)	5	53	2	35	5	0	100		
Extension Council Presidents (N = 40)	18	47	5	25	5	0	100		
Cooperative Extension Employees (N = 478)	6	32	12	41	8	1	100	20.9	.01
2. The Extension Service should increase its work in urban and suburban areas even if it means a reduction in emphasis on agricultural production.									
County Commission Chairmen (N = 40)	3	3	12	67	15	0	100		
Extension Council Presidents (N = 40)	0	3	5	67	25	0	100		
Cooperative Extension Employees (N = 478)	4	25	7	45	18	1	100	27.5	.001

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION								
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total	X ²	P
3. The Extension Service should concentrate its efforts on helping farmers improve their efficiency in producing marketable farm commodities and leave such matters as health, career guidance, recreation, etc. to other educational institutions.									
County Commission Chairmen (N = 40)	0	47	5	43	5	0	100		
Extension Council Presidents (N = 40)	15	40	3	37	5	0	100		
Cooperative Extension Employees (N = 478)	9	16	4	53	17	1	100	39.5	.001
4. The Extension Service should allocate additional resources toward developing programs for urban youth.									
County Commission Chairmen (N = 40)	5	52	17	23	3	0	100		
Extension Council Presidents (N = 40)	0	37	8	55	0	0	100		
Cooperative Extension Employees (N = 478)	16	58	9	13	3	1	100	56.1	.001

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION						Total	X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response			
5. The Extension Service should reorganize county programs into combined area or multi-county arrangements.									
County Commission Chairmen (N = 40)	3	7	10	45	35	0	100		
Extension Council Presidents (N = 40)	3	10	10	45	32	0	100		
Cooperative Extension Employees (N = 478)	5	15	22	35	22	1	100	13.3	N.S.
6. The Extension Service should reallocate the money and manpower now being used for the middle and upper-class into programs designed to help the disadvantaged.									
County Commission Chairmen (N = 40)	3	10	2	70	15	0	100		
Extension Council Presidents (N = 40)	0	7	3	60	30	0	100		
Cooperative Extension Employees (N = 478)	4	11	10	55	19	1	100	9.9	N.S.

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION						Total	X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response			
7. The Extension Service's responsibility to urban people should be confined primarily to assistance on agricultural matters, such as vegetable and landscape gardening, insect control, etc.									
County Commission Chairmen (N = 40)	3	67	13	17	0	0	100		
Extension Council Presidents (N = 40)	15	55	7	20	3	0	100		
Cooperative Extension Employees (N = 478)	5	28	5	52	9	1	100	56.0	.001
8. The Extension Service should conduct more area-wide shortcourses.									
County Commission Chairmen (N = 40)	5	52	17	23	3	0	100		
Extension Council Presidents (N = 40)	5	60	22	13	0	0	100		
Cooperative Extension Employees (N = 478)	9	57	16	14	2	2	100	5.6	N.S.

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION								P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total	χ^2	
9. The Extension Service does not adequately supply published materials to clientele.									
County Commission Chairmen (N = 40)	5	5	0	65	25	0	100		
Extension Council Presidents (N = 40)	0	8	0	87	5	0	100		
Cooperative Extension Employees (N = 478)	7	22	4	53	13	1	100	29.4	.001
10. The Extension Service should consider decreasing the size of county staff members and using the money saved to hire more Auburn University Extension Specialists.									
County Commission Chairmen (N = 40)	0	3	2	55	40	0	100		
Extension Council Presidents (N = 40)	3	5	5	50	37	0	100		
Cooperative Extension Employees (N = 478)	2	1	4	24	68	1	100	34.2	.001

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION						Total	X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response			
11. The Extension Service image in your location is good. People look upon the organization as performing a worthwhile function.									
County Commission Chairmen (N = 40)	57	40	3	0	0	0	100		
Extension Council Presidents (N = 40)	47	53	0	0	0	0	100		
Cooperative Extension Employees (N = 478)	31	62	4	1	1	1	100	16.1	N.S.
12. The Extension Service should give consideration to increased use of mass media (radio, TV, newspaper, etc.).									
County Commission Chairmen (N = 40)	5	32	23	40	0	0	100		
Extension Council Presidents (N = 40)	5	50	13	32	0	0	100		
Cooperative Extension Employees (N = 478)	13	68	6	11	1	1	100	58.6	.001

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION								
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total	X ²	P
13. The Extension Service should seek to maintain control of groups that it organizes and assist in developing their operations.									
County Commission Chairmen (N = 40)	5	35	13	40	7	0	100		
Extension Council Presidents (N = 40)	0	25	10	62	3	0	100		
Cooperative Extension Employees (N = 478)	4	26	14	42	12	2	100	10.5	N.S.
14. The Extension Service needs more personnel in order to do a better job.									
County Commission Chairmen (N = 40)	5	45	20	27	3	0	100		
Extension Council Presidents (N = 40)	5	35	10	47	3	0	100		
Cooperative Extension Employees (N = 478)	13	37	15	30	4	1	100	10.3	N.S.

TABLE VIII. Continued

STATEMENT	ATTITUDE OR OPINION							X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
15. The Extension Service should be doing many of the newer governmental services, such as those programs under the direction of the Office of Economic Opportunity.									
County Commission Chairmen (N = 40)	5	30	8	42	15	0	100		
Extension Council Presidents (N = 40)	8	15	15	42	20	0	100		
Cooperative Extension Employees (N = 478)	9	25	16	31	18	1	100	7.3	N.S.

Statement 2. "The Extension Service should increase its work in urban and suburban areas even if it means a reduction in emphasis on agricultural production."

The majority in all three groups reacted negatively to this statement. Sixty-seven per cent of the County Commission Chairmen and Extension Council Presidents "disagreed" with the statement, compared to 45 per cent of the Extension Agents. A major difference of opinion existed in that 25 per cent of the Extension Agents "agreed" with the statement, compared to only 3 per cent of the County Commission Chairmen and Extension Council Presidents. Table VIII also reveals a significantly higher percentage of Extension Council Presidents (25 per cent) "strongly disagreeing" with the statement, compared to 18 per cent of the Extension Agents and 15 per cent of the County Commission Chairmen. A chi-square value of 27.5 indicates a significant difference of opinion at the .001 level.

Statement 3. "The Extension Service should concentrate its efforts on helping farmers improve their efficiency in producing marketable farm commodities and leave such matters as health, career guidance, recreation, etc. to other educational institutions."

Extension Council Presidents reacted in the affirmative to this statement, contrasted to County Commission Chairmen and Extension Agents who did not agree with it. By inspection, Table VIII shows 40 per cent of the Extension Council Presidents "agreeing" and 15 per cent "strongly agreeing," contrasted to a higher percentage of Extension Agents (53 per cent) "disagreeing," 5 per cent "strongly disagreeing," and 5 per cent

in the "undecided" category. The chi-square value of 39.5 at the .001 level substantiates a highly significant difference of opinion among the three groups.

Statement 4. "The Extension Service should allocate additional resources toward developing programs for urban youth."

Table VIII reveals that the majority of County Commission Chairmen and Extension Agents reacted positively to this statement and the majority of Extension Council Presidents took the negative viewpoint. Fifty-eight per cent of the Extension Agents and 52 per cent of the County Commission Chairmen "agreed" with the statement, whereas only 37 per cent of the Extension Council Presidents responded in this category. Fifty-five per cent of the Extension Council Presidents "disagreed" with the statement, compared to 23 per cent of the County Commission Chairmen and 13 per cent of the Extension Agents. The "strongly agree" category was led by Extension Agents with 16 per cent. A chi-square value of 56.1 indicates highly significant differences of opinion at the .001 level of confidence.

Statement 5. "The Extension Service should re-organize county programs into combined area or multi-county arrangements."

All three respondent groups reacted negatively to this statement. As indicated in Table VIII, 45 per cent of the County Commission Chairmen and Extension Council Presidents "disagreed" with the statement, compared to 35 per cent of the Extension Agents in the same category. County Commission Chairmen were highest (35 per cent) in expressing "strong disagreement," compared to 32 per cent and 22 per cent for Extension

Council Presidents and Extension Agents, respectively. Of interest is the fact that 22 per cent of the Extension Agents were "undecided."

A chi-square value of 13.3 verifies that no significant differences of opinion existed among the three groups at the .05 level of confidence.

Statement 6. "The Extension Service should reallocate the money and manpower now being used for the middle and upper-class into programs designed to help the disadvantaged."

By inspection, Table VIII reflects that a majority in all three groups were opposed to this statement. The highest group "disagreeing" with the statement was County Commission Chairmen (70 per cent), followed closely by Extension Council Presidents (60 per cent) and Extension Agents (55 per cent). The group that responded the highest in the "strongly disagree" category was the Extension Council Presidents with 30 per cent, compared to 19 per cent of the Extension Agents and 15 per cent of the County Commission Chairmen. A chi-square value of 9.9 indicates that the three groups were in general agreement on this variable since the differences were not significant at the .05 level of confidence.

Statement 7. "The Extension Service's responsibility to urban people should be confined primarily to assistance on agricultural matters, such as vegetable and landscape gardening, insect control, etc."

Disagreement existed among the three groups in relation to this statement. County Commission Chairmen (67 per cent) and Extension Council Presidents (55 per cent) "agreed" with the statement, compared to only 28 per cent of the Extension Agents. The highest group

"strongly agreeing" with the statement was the Extension Council Presidents (15 per cent), contrasted to 9 per cent of the Extension Agents who were the highest group "strongly disagreeing." Table VIII indicates a chi-square value of 56.0, which indicates a highly significant difference among the three groups at the .001 level.

Statement 8. "The Extension Service should conduct more area-wide shortcourses."

All three groups expressed a positive reaction to this statement. Table VIII reveals that the highest percentage "agreeing" with the statement was the Extension Council Presidents with 60 per cent, compared to 57 per cent of the Extension Agents and 52 per cent of the County Commission Chairmen. Extension Agents were in more "strong agreement" with the statement as expressed by 9 per cent of the group, compared to 5 per cent each for County Commission Chairmen and Extension Council Presidents. Of interest was an unusually high percentage in the "undecided" category. Reactions of 22 per cent for Extension Council Presidents, 17 per cent for County Commission Chairmen, and 16 per cent for Extension Agents were in this category. A chi-square value of 5.6 indicates that no significant differences existed among the three groups in relation to this statement at the .05 level of confidence.

Statement 9. "The Extension Service does not adequately supply published materials to clientele."

All three groups had a negative reaction to this statement. However, as noted in Table VIII, a difference existed among the three groups in their degree of opposition to the statement. The greater portion, 87 per cent, of the Extension Council Presidents "disagreed"

with the statement, compared to only 65 per cent of the County Commission Chairmen and 53 per cent of the Extension Agents. The group highest in the "strongly disagreeing" category was County Commission Chairmen (25 per cent), compared to 13 per cent of the Extension Agents and 5 per cent of the Extension Council Presidents. A chi-square value of 29.4 indicates this difference of opinion was significant at the .001 level.

Statement 10. "The Extension Service should consider decreasing the size of county staff members and using the money saved to hire more Auburn University Extension Specialists."

Again, the three groups reacted negatively to the statement, but a difference existed in the intensity of the disagreement among the groups. Fifty-five per cent of the County Commission Chairmen and 50 per cent of the Extension Council Presidents "disagreed" with the statement, compared to only 24 per cent of the Extension Agents. The major difference occurred in that the greater portion (68 per cent) of Extension Agents "strongly disagreed" with the statement, compared to 40 per cent and 37 per cent for County Commission Chairmen and Extension Council Presidents, respectively. The chi-square value of 34.2 shown in Table VIII verifies a significant difference of opinion at the .001 level.

Statement 11. "The Extension Service image in your location is good. People look upon the organization as performing a worthwhile function."

There was a high positive reaction to this statement in all three groups. As indicated in Table VIII, 62 per cent of the Extension Agents,

53 per cent of the Extension Council Presidents, and 40 per cent of the County Commission Chairmen "agreed" with the statement. Of interest was the high percentages in each group "strongly agreeing" with the statement. Responses were noted in the table of 57 per cent, 47 per cent, and 31 per cent for County Commission Chairmen, Extension Council Presidents, and Extension Agents, respectively, in this category. A chi-square value of 16.1 indicates that no significant differences of opinion existed among the three groups.

Statement 12. "The Extension Service should give consideration to increased use of mass media (radio, TV, newspaper, etc.)."

There was a mixed reaction among the three groups in relation to this statement. Extension Agents (68 per cent) and Extension Council Presidents (50 per cent) "agreed" with the statement, whereas only 32 per cent of the County Commission Chairmen were in this category. The higher percentage (40 per cent) of County Commission Chairmen responding "disagreed" with the statement, but 23 per cent of this group were "undecided." Table VIII reflects a high chi-square value of 58.6, indicating significant differences of opinion at the .001 level.

Statement 13. "The Extension Service should seek to maintain control of groups that it organizes and assist in developing their operations."

All three groups were opposed to this statement. Table VIII indicates that 62 per cent of the Extension Council Presidents, 42 per cent of the Extension Agents, and 40 per cent of the County Commission Chairmen "disagreed" with the statement. Less than 5 per cent in each

group "strongly agreed" with the statement. The highest percentage "strongly disagreeing" was Extension Agents (12 per cent). Of interest was the fact that 14 per cent of the Extension Agents, 13 per cent of County Commission Chairmen, and 10 per cent of the Extension Council Presidents were "undecided." A chi-square value of 10.5 indicates no significant differences among the three groups in their opinions on this statement at the .05 level of confidence.

Statement 14. "The Extension Service needs more personnel in order to do a better job."

As shown in Table VIII, the three groups were fairly evenly divided in their reactions to this statement. A high percentage of County Commission Chairmen (20 per cent), Extension Council Presidents (10 per cent), and Extension Agents (15 per cent) were "undecided" about the statement. County Commission Chairmen and Extension Agents tended to "agree" with the statement, but not by a high majority. By inspection, the table shows 50 per cent each of County Commission Chairmen and Extension Agents in the two positive categories, compared to 40 per cent of the Extension Council Presidents. A higher portion (47 per cent) of the Extension Council Presidents "disagreed" with the statement. The unusually high percentages in the "undecided" category prohibits a more accurate analysis of positive and negative reactions. The chi-square value of 10.3 indicates no significant difference of opinion among the three groups at the .05 level of confidence.

Statement 15. "The Extension Service should be doing many of the newer governmental services, such as those programs under the direction of the Office of Economic Opportunity."

Two of the three groups were opposed to this statement. Table VIII indicates that a combination of the two negative categories results in 62 per cent of the Extension Council Presidents, 57 per cent of the County Commission Chairmen, and 49 per cent of Extension Agents expressing a negative viewpoint. A high percentage of Extension Agents (16 per cent) in the "undecided" category prohibits accurate analysis of this group in relation to their opinions for or against the statement. The chi-square value of 7.3 indicates that the three groups were in general agreement with the statement since the differences noted were not significant at the .05 level of confidence.

Table Summary

Table VIII presents an outline of attitudes or opinions from the three respondent groups on various variables relating to the Extension Service role, responsibility, and function. Specific statements in the table were designed in order to determine respondents' perception as related to: (1) Alabama's expanding industrial efforts, (2) structural arrangements to meet the needs of clientele, (3) the Extension Service's obligation to the disadvantaged, (4) teaching methods to better reach clientele, (5) relationships with allied organizations, and (6) the Extension Service image as a worthwhile and helpful organization in the state. A more detailed summary, along with implications to the Extension Service, will be made in Chapter VII.

At this point it is sufficient to state that there was a wide variation of group opinions in the table. There were only two statements in which all three respondent groups were together with a positive reaction, and in only six statements were they together in

negative viewpoints. Where differences in opinions among the groups occurred, it was County Commission Chairmen and Extension Agents together on three of the statements, County Commission Chairmen and Extension Council Presidents together on two statements, and also the same number for Extension Council Presidents and Extension Agents. The conclusion is drawn that a paired relationship regarding the statements among any two of the groups did not exist throughout the table.

CHAPTER VI

EXTENSION AGENTS' PERCEPTION OF THE EXTENSION SERVICE

As mentioned in the preceding chapter, a separate section was planned to deal with the perceptual views of the various Extension agent job positions within the Extension Service. This chapter presents a descriptive analysis and interpretation of data for these major job categories to include the positions of: (1) County Extension Chairmen, (2) Associate County Extension Chairmen, (3) Extension Farm Agents, (4) Extension Home Agents, and (5) State Staff Specialists. Percentage distributions and chi-square statistics are used in a similar manner as in Chapter V to aid the reader in the interpretation and analysis of the data. The .05 level of confidence was used as the breaking point in declaring significant differences.

The data presented in this chapter summarize the responses from the five respondent categories on questions designed to determine understanding and knowledge of the Extension Service and their attitudes relating to it. Specific consideration will be given to the respondents' perception as related to (1) the major areas of Extension work, (2) the Extension Service obligation to farmer income categories, (3) Extension work with rural and urban families, and (4) selected variables relating to the Extension Service role, responsibility, and function.

MAJOR AREAS OF EXTENSION WORK

A response was obtained from each of the five respondent groups concerning their knowledge, attitude, or opinion of the 13 major areas of Extension work presently underway in Alabama. Specifically, the responses dealt with: (1) their degree of familiarity with the areas of work, (2) their attitudes concerning the importance of each area of work, and (3) their opinions regarding future manpower emphasis that should be devoted to each area of work in the future.

I. Familiarity with the Thirteen Major Areas of Extension Work

Opinion categories were set up in order to determine the respondents' degree of familiarity with each of the 13 major areas of work. These response categories were: (1) fully familiar, (2) fairly familiar, (3) slightly familiar, and (4) not familiar. Table IX presents the percentage distributions and chi-square values of all respondents relating to this variable.

Improving Farm Income

The majority in three of the respondent groups were either "fully" or "fairly" familiar with improving farm income, while the majority in two of the groups were either "not familiar" or only "slightly familiar" with this area of Extension work. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar than were Associate County Extension Chairmen and Extension Home Agents. Eighty-four per cent of the County Extension Chairmen, 68 per cent of the Extension Farm Agents, and 47 per cent of the State Staff Specialists were "fully familiar", compared to only 3 per cent of the Associate County Extension Chairmen and 6 per cent of the Extension Home Agents

TABLE IX
A Comparison of the Degree of Familiarity of the Thirteen Areas of
Extension Work Among Extension Personnel Categories, Alabama, 1971

AREAS OF EXTENSION WORK	PERCENT BY DEGREE OF FAMILIARITY						X ²	P
	Full	Fair	Slight	Not Familiar	No Response	Total		
1. Improving Farm Income								
County Extension Chairmen (N = 67)	84	15	0	0	1	100		
Associate County Extension Chairmen (N = 61)	3	12	36	44	5	100		
Extension Farm Agents (N = 155)	68	28	2	1	1	100		
Extension Home Agents (N = 106)	6	11	22	54	7	100		
State Staff Specialists (N = 89)	47	27	17	9	0	100	303.92	.005
2. Marketing, Utilization, Distribution and Farm Supply								
County Extension Chairmen (N = 67)	37	54	8	0	1	100		
Associate County Extension Chairmen (N = 61)	0	12	21	62	5	100		
Extension Farm Agents (N = 155)	30	57	11	1	1	100		
Extension Home Agents (N = 106)	2	10	15	66	7	100		
State Staff Specialists (N = 89)	26	39	21	14	0	100	301.99	.005
3. International Programs								
County Extension Chairmen (N = 67)	0	9	43	43	5	100		
Associate County Extension Chairmen (N = 61)	0	2	15	78	5	100		
Extension Farm Agents (N = 155)	1	8	27	63	1	100		
Extension Home Agents (N = 106)	0	2	14	76	8	100		
State Staff Specialists (N = 89)	2	5	27	66	0	100	38.02	.005

TABLE IX. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREE OF FAMILIARITY						X ²	P
	Full	Fair	Slight	Not Familiar	No Response	Total		
4. Food and Nutrition								
County Extension Chairmen (N = 67)	48	42	10	0	0	100		
Associate County Extension Chairmen (N = 61)	83	13	2	0	2	100		
Extension Farm Agents (N = 155)	38	36	18	6	2	100		
Extension Home Agents (N = 106)	66	31	3	0	0	100		
State Staff Specialists (N = 89)	28	43	19	10	0	100	85.99	.005
5. Safety and Emergency Preparedness								
County Extension Chairmen (N = 67)	26	61	10	3	0	100		
Associate County Extension Chairmen (N = 61)	21	64	13	0	2	100		
Extension Farm Agents (N = 155)	17	50	28	4	1	100		
Extension Home Agents (N = 106)	17	51	27	2	3	100		
State Staff Specialists (N = 89)	3	48	41	8	0	100	41.67	.005
6. 4-H Youth Development								
County Extension Chairmen (N = 67)	52	45	3	0	0	100		
Associate County Extension Chairmen (N = 61)	56	36	3	2	3	100		
Extension Farm Agents (N = 155)	76	19	2	1	2	100		
Extension Home Agents (N = 106)	71	25	2	0	2	100		
State Staff Specialists (N = 89)	52	43	5	0	0	100	31.55	.01
7. Improved Family Living								
County Extension Chairmen (N = 67)	23	57	18	1	1	100		
Associate County Extension Chairmen (N = 61)	64	34	2	0	0	100		
Extension Farm Agents (N = 155)	28	55	15	1	1	100		
Extension Home Agents (N = 106)	49	43	7	0	1	100		
State Staff Specialists (N = 89)	23	43	25	8	1	100	71.68	.005

TABLE IX. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREE OF FAMILIARITY						X ²	P
	Full	Fair	Slight	Not Familiar	No Response	Total		
8. Community Development								
County Extension Chairmen (N = 67)	52	41	6	1	0	100		
Associate County Extension Chairmen (N = 61)	16	54	28	2	0	100		
Extension Farm Agents (N = 155)	24	55	19	2	1	100		
Extension Home Agents (N = 106)	13	36	43	4	4	100		
State Staff Specialists (N = 89)	26	30	33	10	1	100	78.65	.005
9. Forestry Production and Marketing								
County Extension Chairmen (N = 67)	27	58	14	9	1	100		
Associate County Extension Chairmen (N = 61)	0	2	25	70	3	100		
Extension Farm Agents (N = 155)	18	54	23	4	1	100		
Extension Home Agents (N = 106)	1	5	7	80	7	100		
State Staff Specialists (N = 89)	13	18	38	30	1	100	308.04	.005
10. Soil and Water Conservation								
County Extension Chairmen (N = 67)	60	38	1	0	1	100		
Associate County Extension Chairmen (N = 61)	0	5	38	54	3	100		
Extension Farm Agents (N = 155)	35	52	9	1	3	100		
Extension Home Agents (N = 106)	4	10	24	56	6	100		
State Staff Specialists (N = 89)	24	24	28	23	1	100	281.29	.005
11. Recreation, Wildlife, and Natural Beauty								
County Extension Chairmen (N = 67)	32	54	12	1	1	100		
Associate County Extension Chairmen (N = 61)	0	13	44	41	2	100		
Extension Farm Agents (N = 155)	28	54	16	1	1	100		
Extension Home Agents (N = 106)	3	14	37	39	7	100		
State Staff Specialists (N = 89)	17	29	39	14	1	100	201.88	.005

TABLE IX. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREE OF FAMILIARITY						X ²	P
	Full	Fair	Slight	Not Familiar	No Response	Total		
12. Resource Protection								
County Extension Chairmen (N = 67)	17	67	10	5	1	100		
Associate County Extension Chairmen (N = 61)	0	18	51	29	2	100		
Extension Farm Agents (N = 155)	9	49	35	6	1	100		
Extension Home Agents (N = 106)	4	21	41	28	6	100		
State Staff Specialists (N = 89)	14	46	27	12	1	100	101.74	.005
13. Program Leadership and Administrative Support								
County Extension Chairmen (N = 67)	55	42	3	0	0	100		
Associate County Extension Chairmen (N = 61)	33	46	10	11	0	100		
Extension Farm Agents (N = 155)	25	57	14	2	2	100		
Extension Home Agents (N = 106)	13	50	24	7	6	100		
State Staff Specialists (N = 89)	30	53	13	3	1	100	57.67	.005

in the same response category. By inspection, Table IX reveals that 54 per cent of the Extension Home Agents and 44 per cent of the Associate County Extension Chairmen were not familiar at all with this area of work. The chi-square value of 303.92 revealed in Table IX indicated a highly significant difference among the groups at the .005 level.

Marketing, Utilization, Distribution, and Farm Supply

A similar situation existed among the five groups in the Marketing, Utilization, Distribution, and Farm Supply area of work. Table IX indicates that 37 per cent of the County Extension Chairmen, 30 per cent of the Extension Farm Agents, and 26 per cent of State Staff Specialists were "fully familiar" with this area of work, compared to only 2 per cent of the Extension Home Agents and none of the Associate County Extension Chairmen. A higher percentage responded in the "fairly familiar" response category. Responses of 54 per cent, 57 per cent, and 39 per cent were obtained for County Extension Chairmen, Extension Farm Agents, and State Staff Specialists, respectively, compared to only 12 per cent for Associate County Extension Chairmen and 10 per cent for the Extension Home Agents. Of interest was the high percentage of Associate County Extension Chairmen (62 per cent) and Extension Home Agents (66 per cent) who were "not familiar" with this area of work. Fourteen per cent of State Staff Specialists, 1 per cent of Extension Farm Agents, and none of the County Extension Chairmen responded in this same category. The chi-square value of 301.99 indicated a highly significant difference at the .005 level of confidence.

International Programs

A majority of four of the groups indicated that they were "not familiar" with International Programs. Responses of 78 per cent, 76 per cent, 66 per cent, and 63 per cent were obtained for Associate County Extension Chairmen, Extension Home Agents, State Staff Specialists, and Extension Farm Agents, respectively, in this category. The major difference occurred with County Extension Chairmen. Forty-three per cent indicated a "slight" degree of familiarity and 9 per cent responded in the "fairly familiar" category. Much lesser percentages in the other four groups responded in these two categories. The chi-square value of 38.02 in Table IX substantiated the fact that the five groups differed significantly in their perception of this area of work at the .005 level.

Food and Nutrition

The majority in all five groups were either "fully" or "fairly" familiar with the Food and Nutrition area of Extension work. Only 6 per cent of the Extension Farm Agents and 10 per cent of the State Staff Specialists were "not familiar" with this area of work. By inspection, Table IX reveals that a high majority (83 per cent) of the Associate County Extension Chairmen were "fully familiar", compared to 66 per cent of the Extension Home Agents, 48 per cent of the County Extension Chairmen, 38 per cent of the Extension Farm Agents, and only 28 per cent of State Staff Specialists. The table substantiates the fact that county personnel were more familiar with Food and Nutrition than were the State Staff Specialists. A chi-square value of 85.99 indicated significant differences of opinion among the respondent groups at the .005 level of

confidence.

Safety and Emergency Preparedness

The majority in four of the groups were "fairly familiar" with Safety and Emergency Preparedness. Sixty-four per cent of the Associate County Extension Chairmen, 61 per cent of the County Extension Chairmen, 51 per cent of the Extension Home Agents, and 50 per cent of the Extension Farm Agents responded in this category, compared to 48 per cent of State Staff Specialists. County Extension Chairmen were highest in the "fully familiar" category with 26 per cent, and State Staff Specialists were highest in the "not familiar" category with 8 per cent. Again, county personnel displayed a higher degree of familiarity with this area of Extension work than did State Staff Specialists. Table IX reveals a chi-square value of 41.67, which indicated that a significant difference existed at the .005 level of confidence in relation to this variable.

4-H Youth Development

A majority in all groups were "fully familiar" with the 4-H Youth Development area of Extension work. By inspection, Table IX reveals, however, that a difference did exist in the intensity of familiarity within the "fully familiar" response category. Extension Farm Agents (76 per cent) and Extension Home Agents (71 per cent) were higher in the category than were Associate County Extension Chairmen (56 per cent) and County Extension Chairmen and State Staff Specialists with responses of 52 per cent each. Of interest was the fact that only 2 per cent of the Associate County Extension Chairmen and 1 per cent of the Extension Farm Agents were "not familiar" with this area of work. There were no

responses from the other three groups in this same category. The chi-square value of 31.55 verified a difference of opinion and it was significant at the .01 level of confidence.

Improved Family Living

A majority in two of the groups were more familiar with the Improved Family Living area of Extension work than were the other three groups. Associate County Extension Chairmen (64 per cent) and Extension Home Agents (49 per cent) were "fully familiar", compared to 28 per cent of the Extension Farm Agents, 23 per cent of the County Extension Chairmen, and 23 per cent of the State Staff Specialists. Table IX indicates a higher degree of familiarity with this area of work among county personnel than among State Staff Specialists in that State Staff Specialists had higher responses in the "slightly familiar" category (25 per cent) and the "not familiar" category (8 per cent) than did the four groups at the county level. A chi-square value of 71.68 indicated that the differences among the groups were significant at the .005 level of confidence.

Community Development

County Extension Chairmen were more familiar with Community Development than were the other four groups. Fifty-two per cent of the County Extension Chairmen indicated that they were "fully familiar" with this area of Extension work, compared to 26 per cent of the State Staff Specialists, 24 per cent of the Extension Farm Agents, 16 per cent of Associate County Extension Chairmen, and 13 per cent of the Extension Home Agents. Considering the other response categories, County Extension Chairmen, Extension Farm Agents, and State Staff Specialists tended to be more familiar than did Associate County Extension Chairmen and

Extension Home Agents. Although the data in Table IX reveal this to be the case, of interest is the fact that the "not familiar" response category was led by State Staff Specialists with 10 per cent responding in this manner. The chi-square value of 78.65 was significant at the .005 level indicating significant differences of opinion among the respondents in relation to this variable.

Forestry Production and Marketing

An examination of the data in Table IX reveals that County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were much more familiar with the Forestry Production and Marketing area of Extension work than were Associate County Extension Chairmen and Extension Agents. Responses of 27 per cent, 18 per cent, and 13 per cent were obtained in the "fully familiar" category for County Extension Chairmen, Extension Farm Agents, and State Staff Specialists, respectively. Only 1 per cent of the Extension Home Agents and none of the Associate County Extension Chairmen responded in this same category. County Extension Chairmen (58 per cent) led the "fairly familiar" category. The "not familiar" category was led by Extension Home Agents with 80 per cent responding in this manner, compared to 70 per cent of the Associate County Extension Chairmen, 30 per cent of the State Staff Specialists, 4 per cent of the Extension Farm Agents, and none of the County Extension Chairmen. A chi-square value of 308.04 substantiated that a difference of opinion existed and it was highly significant at the .001 level.

Soil and Water Conservation

A similar situation existed among the respondent groups in the Soil

and Water Conservation area of Extension work. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with this area of work than were Associate County Extension Chairmen and Extension Home Agents. Sixty per cent of the County Extension Chairmen were "fully familiar", compared to 35 per cent of the Extension Farm Agents, 24 per cent of the State Staff Specialists, 4 per cent of the Extension Home Agents, and none of the Associate County Extension Chairmen. The "not familiar" category was led by Extension Home Agents (56 per cent), compared to 54 per cent for Associate County Extension Chairmen, 23 per cent of State Staff Specialists, 1 per cent of the Extension Farm Agents, and none in the County Extension Chairmen group. Table IX indicated the fact that highly significant differences of opinion did exist among the five groups as verified by a chi-square value of 281.29 at the .005 level of confidence.

Recreation, Wildlife, and Natural Beauty

County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were together again in their degree of familiarity over Associate County Extension Chairmen and Extension Home Agents in the Recreation, Wildlife, and Natural Beauty area of Extension work. Considering the two uppermost response categories, 86 per cent of the County Extension Chairmen, 82 per cent of the Extension Farm Agents, and 46 per cent of the State Staff Specialists were either "fully" or "fairly" familiar with this area of work, compared to only 17 per cent of the Extension Home Agents and 13 per cent of the Associate County Extension Chairmen. Forty-one per cent of the Associate County Extension Chairmen, and 39 per cent of the Extension Home Agents were "not familiar",

compared to 14 per cent of the State Staff Specialists and only 1 per cent each of the County Extension Chairmen and Extension Farm Agents. Table IX reveals a chi-square value of 201.88, which indicated significant differences at the .005 level of confidence.

Resource Protection

A similar situation existed in the Resource Protection area of Extension work. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with this area of work than were Associate County Extension Chairmen and Extension Home Agents. Considering the two uppermost response categories, 84 per cent of the County Extension Chairmen were either "fairly" or "fully" familiar, compared to 69 per cent of the State Staff Specialists, 56 per cent of the Extension Farm Agents, and only 25 per cent of the Extension Home Agents and 18 per cent of the Associate County Extension Chairmen. Associate County Extension Chairmen (29 per cent) were least familiar with this area of work, followed by 28 per cent of the Extension Home Agents, 12 per cent of the State Staff Specialists, 6 per cent of the Extension Farm Agents, and 5 per cent of the County Extension Chairmen. The chi-square value of 101.74 in Table IX indicated a highly significant difference of opinion among the five respondent groups at the .005 level.

Program Leadership and Administrative Support

County Extension Chairmen, Associate County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were together in their viewpoints as related to Program Leadership and Administrative Support. Extension Home Agents tended to be less familiar with this area of work

than did the other four groups. Table IX reveals that the "fully familiar" category was led by County Extension Chairmen (55 per cent), compared to 33 per cent, 30 per cent, 25 per cent, and 13 per cent for Associate County Extension Chairmen, State Staff Specialists, Extension Farm Agents, and Extension Home Agents, respectively. By inspection, the table further reveals that when the two uppermost response categories are considered, the majority in all groups were either "fairly" or "fully" familiar with this area of work. The chi-square value of 57.67 indicated a difference of opinion and it was significant at the .005 level.

Table Summary

The data in Table IX indicate that significant differences in degrees of familiarity existed among the five groups on all 13 of the major areas of Extension work. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists tended to be closely paralleled in their degree of familiarity on nine of the 13 major areas of work. Associate County Extension Chairmen and Extension Home Agents were more familiar with the Improved Family Living and Food and Nutrition areas of work than were the other three groups. County personnel in all cases tended to be more familiar with the areas of work than did State Staff Specialists. County Extension Chairmen exhibited a higher degree of familiarity with more of the 13 major areas of work than did any of the other four groups. In this connection, Extension Farm Agents were second, State Staff Specialists third, Associate County Extension Chairmen fourth, and Extension Home Agents fifth.

II. Importance of the Thirteen Major Areas of Extension Work

The importance of each of the 13 major areas of Extension work was determined by the respondents ranking the areas of work in order of importance from one through 13. Categories of high, medium, and low were subsequently set up with ratings of 1-4 being the high category, 5-9 the medium category, and 10-13 the low category. Table X presents the percentage distribution in each of these three categories, along with the chi-square values of all three respondent groups relating to this variable.

Improving Farm Income

The majority in all five groups rated Improving Farm Income in the "high" category. Ninety-seven per cent of the County Extension Chairmen, 93 per cent of the Extension Farm Agents, 83 per cent of the Associate County Extension Chairmen, 78 per cent of the State Staff Specialists, and 63 per cent of the Extension Home Agents responded in this category, Table X. Extension Home Agents (29 per cent) and State Staff Specialists (20 per cent) differed from the other three groups in the "medium" category, compared to 13 per cent for Associate County Extension Chairmen and 3 per cent each for County Extension Chairmen and Extension Farm Agents. Seven per cent of the Extension Home Agents placed a "low" rating on this area of Extension work. The chi-square value of 60.17 was significant at the .005 level of confidence.

Marketing, Utilization, and Farm Supply

County Extension Chairmen, Extension Farm Agents, and State Staff Specialists tended to rate Marketing, Utilization, and Farm Supply much higher than did Associate County Extension Chairmen and Extension Home

TABLE X
A Comparison of the Importance of the Thirteen Areas of Extension
Work Among Extension Personnel Categories, Alabama, 1971

AREAS OF EXTENSION WORK	PERCENT BY CATEGORIES OF IMPORTANCE						
	High	Medium	Low	No Response	Total	χ^2	P
1. Improving Farm Income							
County Extension Chairmen (N = 67)	97	3	0	0	100		
Associate County Extension Chairmen (N = 61)	83	13	2	2	100		
Extension Farm Agents (N = 155)	93	3	2	2	100		
Extension Home Agents (N = 106)	63	29	7	1	100		
State Staff Specialists (N = 89)	78	20	1	1	100	60.17	.005
2. Marketing, Utilization, and Farm Supply							
County Extension Chairmen (N = 67)	72	24	4	0	100		
Associate County Extension Chairmen (N = 61)	23	67	7	3	100		
Extension Farm Agents (N = 155)	59	35	4	2	100		
Extension Home Agents (N = 106)	20	55	22	3	100		
State Staff Specialists (N = 89)	52	42	5	1	100	86.97	.005
3. International Programs							
County Extension Chairmen (N = 67)	0	3	97	0	100		
Associate County Extension Chairmen (N = 61)	0	3	92	5	100		
Extension Farm Agents (N = 155)	2	4	92	2	100		
Extension Home Agents (N = 106)	1	6	89	4	100		
State Staff Specialists (N = 89)	1	2	96	1	100	4.44	N.S.
4. Food and Nutrition							
County Extension Chairmen (N = 67)	48	48	4	0	100		
Associate County Extension Chairmen (N = 61)	79	20	0	1	100		
Extension Farm Agents (N = 155)	50	45	3	2	100		
Extension Home Agents (N = 106)	77	22	0	1	100		
State Staff Specialists (N = 89)	34	58	7	1	100	58.34	.005

TABLE X. Continued

AREAS OF EXTENSION WORK	PERCENT BY CATEGORIES OF IMPORTANCE						
	High	Medium	Low	No Response	Total	χ^2	P
5. Safety and Emergency Preparedness							
County Extension Chairmen (N = 67)	3	42	55	0	100		
Associate County Extension Chairmen (N = 61)	3	40	54	3	100		
Extension Farm Agents (N = 155)	2	29	67	2	100		
Extension Home Agents (N = 106)	14	48	34	4	100		
State Staff Specialists (N = 89)	1	20	78	1	100	57.92	.005
6. 4-H Youth Development							
County Extension Chairmen (N = 67)	79	21	0	0	100		
Associate County Extension Chairmen (N = 61)	72	26	0	2	100		
Extension Farm Agents (N = 155)	76	21	1	2	100		
Extension Home Agents (N = 106)	82	13	3	2	100		
State Staff Specialists (N = 89)	81	17	1	1	100	8.47	N.S.
7. Improved Family Living							
County Extension Chairmen (N = 67)	54	40	6	0	100		
Associate County Extension Chairmen (N = 61)	87	10	2	1	100		
Extension Farm Agents (N = 155)	56	35	7	2	100		
Extension Home Agents (N = 106)	86	12	1	1	100		
State Staff Specialists (N = 89)	53	36	9	2	100	51.03	.005
8. Community Development							
County Extension Chairmen (N = 67)	13	69	18	0	100		
Associate County Extension Chairmen (N = 61)	16	62	18	4	100		
Extension Farm Agents (N = 155)	12	72	13	3	100		
Extension Home Agents (N = 106)	26	64	9	1	100		
State Staff Specialists (N = 89)	20	62	17	1	100	14.28	N.S.
9. Forestry Production and Marketing							
County Extension Chairmen (N = 67)	7	63	30	0	100		
Associate County Extension Chairmen (N = 61)	0	39	56	5	100		
Extension Farm Agents (N = 155)	4	50	44	2	100		
Extension Home Agents (N = 106)	1	31	64	4	100		
State Staff Specialists (N = 89)	7	52	39	2	100	32.61	.005

TABLE X. Continued

AREAS OF EXTENSION WORK	PERCENT BY CATEGORIES OF IMPORTANCE						
	High	Medium	Low	No Response	Total	χ^2	P
10. Soil and Water Conservation							
County Extension Chairmen (N = 67)	5	64	31	0	100		
Associate County Extension Chairmen (N = 61)	5	62	28	5	100		
Extension Farm Agents (N = 155)	10	62	26	2	100		
Extension Home Agents (N = 106)	4	62	30	4	100		
State Staff Specialists (N = 89)	14	52	33	1	100	12.04	N.S.
11. Recreation, Wildlife, and Natural Beauty							
County Extension Chairmen (N = 67)	2	34	64	0	100		
Associate County Extension Chairmen (N = 61)	3	38	54	5	100		
Extension Farm Agents (N = 155)	8	50	40	2	100		
Extension Home Agents (N = 106)	2	53	41	4	100		
State Staff Specialists (N = 89)	4	62	33	1	100	25.38	.01
12. Resource Protection							
County Extension Chairmen (N = 67)	3	42	55	0	100		
Associate County Extension Chairmen (N = 61)	0	56	39	5	100		
Extension Farm Agents (N = 155)	2	40	56	2	100		
Extension Home Agents (N = 106)	3	46	48	3	100		
State Staff Specialists (N = 89)	15	38	46	1	100	32.92	.005
13. Program Leadership and Administrative Support							
County Extension Chairmen (N = 67)	24	44	31	1	100		
Associate County Extension Chairmen (N = 61)	23	46	26	5	100		
Extension Farm Agents (N = 155)	19	43	36	2	100		
Extension Home Agents (N = 106)	19	44	34	3	100		
State Staff Specialists (N = 89)	38	32	29	1	100	14.95	N.S.

Agents. An examination of the data in Table X indicates that 72 per cent of the County Extension Chairmen, 59 per cent of the Extension Farm Agents, and 52 per cent of the State Staff Specialists rated this area of work in the "high" category, compared to only 23 per cent of the Associate County Extension Chairmen and 20 per cent of the Extension Home Agents. Associate County Extension Chairmen (67 per cent) and Extension Home Agents (55 per cent) responded with a majority in the "medium" category of importance. Twenty-two per cent of the Extension Home Agents placed this area of Extension work in the "low" category. The chi-square value of 86.97 at the .005 level of confidence indicated that the difference of opinion among the five groups was significant.

International Programs

Table X verifies the fact that all five groups were almost in unanimous agreement in their opinions related to International Programs. A majority in all five groups placed this area of work in the "low" category of importance with the highest percentage being the County Extension Chairmen with 97 per cent, followed by State Staff Specialists with 96 per cent, 92 per cent each for Associate County Extension Chairmen and Extension Farm Agents, and 89 per cent for Extension Home Agents. Table X indicates a low chi-square value of 4.44, which verified that no significant differences existed among the five groups in relation to this variable.

Food and Nutrition

The majority of all respondent groups placed the Food and Nutrition area of Extension work in the "medium" and "high" categories of importance. Associate County Extension Chairmen (79 per cent) and Extension

Home Agents (77 per cent) responded with higher percentages in the "high" category, compared to 50 per cent of the Extension Farm Agents, 48 per cent of the County Extension Chairmen, and 34 per cent of the State Staff Specialists. Four per cent of County Extension Chairmen and 3 per cent of Extension Farm Agents placed this area of work in the "low" category, whereas there were no responses from Associate County Extension Chairmen and Extension Home Agents in this category. The chi-square value of 58.34 reflected in Table X indicated significant differences of opinion among the respondent groups at the .005 level of confidence.

Safety and Emergency Preparedness

The majority in all groups, except Extension Home Agents, placed Safety and Emergency Preparedness in the "low" category of importance. Seventy-eight per cent of the State Staff Specialists, 67 per cent of the Extension Farm Agents, 55 per cent of the County Extension Chairmen, and 54 per cent of the Associate County Extension Chairmen responded in this category, compared to 34 per cent of the Extension Home Agents. Extension Home Agents led the "medium" and "high" categories of importance with 48 per cent and 14 per cent responding in these two categories, respectively. Table X substantiates a significant difference of opinion among the five groups with a chi-square value of 57.92 when considered at the .005 level of confidence.

4-H Youth Development

Table X indicates that the majority in all five groups rated 4-H Youth Development in the "high" category of importance. Eighty-two per cent of the Extension Home Agents, 81 per cent of the State Staff

Specialists, 79 per cent of the County Extension Chairmen, 76 per cent of the Extension Farm Agents, and 72 per cent of the Associate County Extension Chairmen responded in this category. Only 3 per cent of the Extension Home Agents responded in the "low" category indicated from County Extension Chairmen and Associate County Extension Chairmen. The table further indicates a low chi-square value of 8.47, which reflects the fact that there were no significant differences of opinion among the five respondent groups when considered at the .05 confidence level.

Improved Family Living

An examination of the data in Table X indicates that the major portion in all groups placed Improved Family Living in the "high" category of importance. Responses of 87 per cent, 86 per cent, 56 per cent, 54 per cent, and 53 per cent were obtained in this category for Associate County Extension Chairmen, Extension Home Agents, Extension Farm Agents, County Extension Chairmen, and State Staff Specialists, respectively. The highest group responding in the "low" category was the State Staff Specialists (9 per cent). The major difference in the groups was the fact that Associate County Extension Chairmen and Extension Home Agents tended to place a higher degree of importance on this area of work than did the other three groups. The chi-square value of 51.03 indicated a significant difference of opinion among the five groups at the .005 level.

Community Development

The five groups were closely allied in their opinions related to Community Development. The majority in all groups placed this area of work in the "medium" category of importance. The highest group

responding in this category was the Extension Farm Agents with 72 per cent, followed by 69 per cent for County Extension Chairmen, 64 per cent for Extension Home Agents, and 62 per cent each for Associate County Extension Chairmen and State Staff Specialists. Table X indicates a chi-square value of 14.28, which was not significant at the .05 level of confidence.

Forestry Production and Marketing

The majority in three of the groups placed Forestry Production and Marketing in the "medium" category of importance, and two of the groups responded with a majority in the "low" category of importance. County Extension Chairmen (63 per cent), State Staff Specialists (52 per cent), and Extension Farm Agents (50 per cent) responded in the "medium" category, compared to 39 per cent for Associate County Extension Chairmen and 31 per cent for Extension Home Agents. Extension Home Agents (64 per cent) and Associate County Extension Chairmen (56 per cent) tended to place this area of work in a lower category than did the other three groups. The chi-square value of 32.61 indicated in Table X reflected a difference of opinion which was significant when considered at the .005 confidence level.

Soil and Water Conservation

A "medium" level of importance was placed on Soil and Water Conservation by a majority in all five groups. Sixty-four per cent of the County Extension Chairmen responded in this category, 62 per cent each for Associate County Extension Chairmen, Extension Farm Agents, and Extension Home Agents, and 52 per cent for State Staff Specialists. A close examination of the data in Table X indicates that State Staff

Specialists led the other groups in the "high" and "low" categories with responses of 14 per cent and 33 per cent, respectively. The chi-square value of 12.04 substantiated the fact that no significant difference existed among the five groups in relation to this area of work.

Recreation, Wildlife, and Natural Beauty

A majority of the responses were obtained in the "medium" and "low" categories of importance as related to Recreation, Wildlife, and Natural Beauty. State Staff Specialists (62 per cent), Extension Home Agents (53 per cent), and Extension Farm Agents (50 per cent) responded with higher percentages in the "medium" category than did Associate County Extension Chairmen (38 per cent) and County Extension Chairmen (34 per cent). By contrast, 64 per cent of the County Extension Chairmen and 54 per cent of the Associate County Extension Chairmen placed a "low" order of importance on this area of work, compared to responses of 41 per cent for the Extension Home Agents, 40 per cent for the Extension Farm Agents, and 33 per cent for the State Staff Specialists in the same response category. By inspection, Table X reveals a chi-square value of 25.38, which indicated a difference of opinion which was significant at the .01 level.

Resource Protection

The groups were evenly divided in the "medium" and "low" categories of importance in relation to Resource Protection. Fifty-six per cent of the Associate County Extension Chairmen responded in the "medium" category, compared to lesser percentages of 46 per cent, 42 per cent, 40 per cent, and 38 per cent for Extension Home Agents, County Extension Chairmen, Extension Farm Agents, and State Staff Specialists,

respectively. Extension Farm Agents (56 per cent) and County Extension Chairmen (55 per cent) led the "low" category of importance with 48 per cent of the Extension Home Agents, 46 per cent of the State Staff Specialists, and 39 per cent of the Associate County Extension Chairmen responding in this category. Of interest was the fact that 15 per cent of the State Staff Specialists placed this area of work in the "high" category. The chi-square value of 32.92 indicated in Table X substantiated a significant difference of opinion among the respondents at the .005 level of confidence.

Program Leadership and Administrative Support

By inspection, Table X reveals a uniformity of opinion in all five response categories in relation to Program Leadership and Administrative Support. There was a higher percentage of responses in the "medium" category led by Associate County Extension Chairmen (46 per cent) with responses of 44 per cent for County Extension Chairmen and Extension Home Agents, 43 per cent for Extension Farm Agents, and 32 per cent for State Staff Specialists in the same category. A higher percentage (38 per cent) of State Staff Specialists responded in the "high" category. The "low" category of importance was led by Extension Farm Agents with 36 per cent. The table indicated a chi-square value of 14.95, which verified that there were no significant differences among the five groups in relation to this variable at the .05 level of confidence.

Table Summary

The data in Table X indicate that significant differences of opinion existed among the five groups in eight of the 13 major areas of Extension work in relation to area of work importance. The areas of work in

which differences existed were: (1) Improving Farm Income, (2) Marketing, Utilization, and Farm Supply, (3) Food and Nutrition, (4) Safety and Emergency Preparedness, (5) Improved Family Living, (6) Forestry Production and Marketing, (7) Recreation, Wildlife, and Natural Beauty, and (8) Resource Protection. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists tended to place a greater importance on Marketing, Utilization, and Farm Supply and Forestry Production and Marketing than did Associate County Extension Chairmen and Extension Home Agents. The reverse was the case in the Food and Nutrition and Improved Family Living areas of work. State Staff Specialists placed a higher degree of importance on the areas of Recreation, Wildlife, and Natural Beauty and Resource Protection than did the other groups.

II. Future Emphasis of the Thirteen Major Areas of Extension Work

In order to determine agent perception as to future program emphasis, respondents were first made aware of the amount of manpower resources presently being spent by the Extension Service in each of the 13 major areas of Extension work. Categories were then set up in order to gain insight into the amount of time, if any, of future manpower resources that should be devoted to each area of work as compared to that presently being spent. These response categories were: (1) more than present, (2) same as present, (3) less than present, and (4) no opinion. Table XI presents the percentage distributions and chi-square values of all respondents relating to this variable.

Improving Farm Income

As indicated in Table XI, the majority in all groups felt that the Extension Service should spend either the "same" amount of time or

TABLE XI
A Comparison of Future Emphasis of the Thirteen Areas of Extension
Work Among Extension Personnel Categories, Alabama, 1971

AREAS OF EXTENSION WORK	PERCENT BY DEGREES OF EMPHASIS						X ²	P
	More	Same	Less	No Opinion	No Response	Total		
1. Improving Farm Income								
County Extension Chairmen (N = 67)	48	44	8	0	0	100		
Associate County Extension Chairmen (N = 61)	36	44	12	5	3	100		
Extension Farm Agents (N = 155)	51	45	3	0	1	100		
Extension Home Agents (N = 106)	33	47	10	7	3	100		
State Staff Specialists (N = 89)	29	51	16	2	2	100	37.29	.005
2. Marketing, Utilization, and Farm Supply								
County Extension Chairmen (N = 67)	78	21	0	0	1	100		
Associate County Extension Chairmen (N = 61)	39	38	2	16	5	100		
Extension Farm Agents (N = 155)	71	25	2	1	1	100		
Extension Home Agents (N = 106)	34	37	3	23	3	100		
State Staff Specialists (N = 89)	63	28	4	2	3	100	89.48	.005
3. International Programs								
County Extension Chairmen (N = 67)	1	48	29	19	3	100		
Associate County Extension Chairmen (N = 61)	7	36	16	34	7	100		
Extension Farm Agents (N = 155)	4	45	22	25	4	100		
Extension Home Agents (N = 106)	12	46	13	25	4	100		
State Staff Specialists (N = 89)	7	54	13	23	3	100	23.16	N.S.
4. Food and Nutrition								
County Extension Chairmen (N = 67)	46	48	5	1	0	100		
Associate County Extension Chairmen (N = 61)	77	18	2	2	1	100		
Extension Farm Agents (N = 155)	42	49	3	4	2	100		
Extension Home Agents (N = 106)	72	24	3	0	1	100		
State Staff Specialists (N = 89)	35	47	12	1	5	100	63.18	.005

TABLE XI. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREES OF EMPHASIS						χ^2	P
	More	Same	Less	No Opinion	No Response	Total		
5. Safety and Emergency Preparedness								
County Extension Chairmen (N = 67)	25	60	8	3	4	100		
Associate County Extension Chairmen (N = 61)	25	66	3	1	5	100		
Extension Farm Agents (N = 155)	23	61	8	6	2	100		
Extension Home Agents (N = 106)	49	43	3	5	0	100		
State Staff Specialists (N = 89)	12	71	8	7	2	100	40.23	.005
6. 4-H Youth Development								
County Extension Chairmen (N = 67)	66	33	0	0	1	100		
Associate County Extension Chairmen (N = 61)	69	28	0	0	3	100		
Extension Farm Agents (N = 155)	65	31	2	1	1	100		
Extension Home Agents (N = 106)	85	14	0	0	1	100		
State Staff Specialists (N = 89)	64	29	5	0	2	100	24.25	.05
7. Improved Family Living								
County Extension Chairmen (N = 67)	37	57	5	0	1	100		
Associate County Extension Chairmen (N = 61)	77	21	0	0	2	100		
Extension Farm Agents (N = 155)	51	37	8	0	4	100		
Extension Home Agents (N = 106)	78	18	2	2	0	100		
State Staff Specialists (N = 89)	36	44	18	0	2	100	78.32	.005
8. Community Development								
County Extension Chairmen (N = 67)	24	66	10	0	0	100		
Associate County Extension Chairmen (N = 61)	21	64	8	4	3	100		
Extension Farm Agents (N = 155)	30	51	14	2	2	100		
Extension Home Agents (N = 106)	41	47	4	4	4	100		
State Staff Specialists (N = 89)	33	46	12	3	6	100	24.3	.05

TABLE XI. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREES OF EMPHASIS							
	More	Same	Less	No Opinion	No Response	Total	X ²	P
9. Forestry Production and Marketing								
County Extension Chairmen (N = 67)	43	53	3	0	1	100		
Associate County Extension Chairmen (N = 61)	11	59	2	18	10	100		
Extension Farm Agents (N = 155)	27	60	8	3	2	100		
Extension Home Agents (N = 106)	13	55	4	25	3	100		
State Staff Specialists (N = 89)	25	62	4	6	3	100	70.25	.005
10. Soil and Water Conservation								
County Extension Chairmen (N = 67)	34	62	3	0	1	100		
Associate County Extension Chairmen (N = 61)	36	39	5	15	5	100		
Extension Farm Agents (N = 155)	37	56	4	2	1	100		
Extension Home Agents (N = 106)	38	40	2	17	3	100		
State Staff Specialists (N = 89)	39	46	7	5	3	100	40.06	.005
11. Recreation, Wildlife, and Natural Beauty								
County Extension Chairmen (N = 67)	18	48	33	1	0	100		
Associate County Extension Chairmen (N = 61)	7	39	46	7	1	100		
Extension Farm Agents (N = 155)	25	41	31	2	1	100		
Extension Home Agents (N = 106)	16	49	23	10	2	100		
State Staff Specialists (N = 89)	19	42	36	0	3	100	37.03	.005
12. Resource Protection								
County Extension Chairmen (N = 67)	33	55	8	3	1	100		
Associate County Extension Chairmen (N = 61)	29	44	5	15	7	100		
Extension Farm Agents (N = 155)	32	56	6	4	2	100		
Extension Home Agents (N = 106)	36	37	4	20	3	100		
State Staff Specialists (N = 89)	43	46	2	5	4	100	34.49	.01

TABLE XI. Continued

AREAS OF EXTENSION WORK	PERCENT BY DEGREES OF EMPHASIS							P
	More	Same	Less	No Opinion	No Response	Total	χ^2	
13. Program Leadership and Administrative Support								
County Extension Chairmen (N = 67)	24	51	24	0	1	100		
Associate County Extension Chairmen (N = 61)	18	56	15	8	3	100		
Extension Farm Agents (N = 155)	20	55	19	5	1	100		
Extension Home Agents (N = 106)	24	52	11	10	3	100		
State Staff Specialists (N = 89)	26	52	17	3	2	100	16.54	N.S.

"more" time on Improving Farm Income. A closer look at the table reveals that a higher percentage of State Staff Specialists (51 per cent) were in favor of spending the same amount of time, compared to 47 per cent of the Extension Home Agents, 45 per cent of the Extension Farm Agents, and 44 per cent each for County Extension Chairmen and Associate County Extension Chairmen. The Extension Farm Agent group was high in the "more" time category with 51 per cent responding in this manner, compared to percentages of 48 per cent, 36 per cent, 33 per cent, and 29 per cent for County Extension Chairmen, Associate County Extension Chairmen, Extension Home Agents, and State Staff Specialists, respectively. Of interest was the fact that 16 per cent of the State Staff Specialists were in favor of spending less time on this area of work. The chi-square value of 37.29 denoted significant differences at the .005 level among the groups.

Marketing, Utilization, and Farm Supply

County Extension Chairmen, Extension Farm Agents, and State Staff Specialists tended to view Marketing, Utilization, and Farm Supply as needing "more" time emphasis in the future than did Associate County Extension Chairmen and Extension Home Agents. Responses of 78 per cent, 71 per cent, and 63 per cent were received, respectively, in the "more" time category for County Extension Chairmen, Extension Farm Agents, and State Staff Specialists, compared to 39 per cent for Associate County Extension Chairmen and 34 per cent for Extension Home Agents. Of interest was the fact that 23 per cent of the Extension Home Agents and 16 per cent of the Associate County Extension Chairmen had no opinion on this area of Extension work. The chi-square value of 89.48 indicated in

Table XI was significant at the .005 level of confidence.

International Programs

Four of the respondent groups felt that the "same" amount of time should be spent on International Programs in the future. Fifty-four per cent of the State Staff Specialists, 48 per cent of the County Extension Chairmen, 46 per cent of the Extension Home Agents, and 45 per cent of the Extension Farm Agents responded in this category, compared to only 36 per cent of the Associate County Extension Chairmen. A high percentage in all groups had no opinion on this area of work. Thirty-four per cent of the Associate County Extension Chairmen, 25 per cent each of the Extension Farm Agents and Extension Home Agents, 23 per cent of the State Staff Specialists, and 19 per cent of the County Extension Chairmen responded in this manner. The chi-square value of 23.16 revealed in Table XI did not denote significant differences at the .05 level of confidence.

Food and Nutrition

Table XI reveals that the majority of Associate County Extension Chairmen and Extension Home Agents felt that "more" time should be spent on Food and Nutrition, while a majority in the other groups were in favor of spending the "same" amount of time on this area of work in the future. Seventy-seven per cent of the Associate County Extension Chairmen and 72 per cent of the Extension Home Agents responded in the "more" category, compared to 46 per cent of the County Extension Chairmen, 42 per cent of the Extension Farm Agents, and 35 per cent of the State Staff Specialists. Of interest was the fact that 12 per cent of the State Staff Specialists were in favor of spending "less" time in

this area of work. A chi-square value of 63.18 indicated significant differences among the five groups at the .005 level of confidence.

4-H Youth Development

The majority in all groups felt that "more" time should be spent in the 4-H Youth Development area of Extension work. Extension Home Agents (85 per cent) were strongest in this response category, compared to 69 per cent of the Associate County Extension Chairmen, 66 per cent of the County Extension Chairmen, 65 per cent of the Extension Farm Agents, and 64 per cent of the State Staff Specialists. Five per cent of the State Staff Specialists felt that "less" time should be spent in this area of work, compared to 2 per cent of the Extension Farm Agents and none in this category from the other groups. The chi-square value of 24.25 indicated in Table XI substantiated this difference of opinion among the respondent groups as being significant at the .05 level.

Improved Family Living

Opinions were widely varied among the groups in relation to the Improved Family Living area of Extension work. By inspection, Table XI reveals that Associate County Extension Chairmen (77 per cent) and Extension Home Agents (78 per cent) favored "more" time in this area of work than did Extension Farm Agents (51 per cent), County Extension Chairmen (37 per cent), and State Staff Specialists (36 per cent). County Extension Chairmen, State Staff Specialists, and Extension Farm Agents tended to favor spending the "same" amount of time. Of interest was the fact that 18 per cent of the State Staff Specialists favored "less" time in this area. At the .005 level of confidence, a chi-square value of 78.32 indicated significant differences among the five

groups in relation to this variable.

Community Development

A higher percentage in all five groups felt that the "same" amount of time should be spent on Community Development. County Extension Chairmen (66 per cent) led in this category, compared to 64 per cent for the Associate County Extension Chairmen, 51 per cent for Extension Farm Agents, 47 per cent for Extension Home Agents, and 46 per cent for State Staff Specialists. The major difference occurred with the Extension Home Agents. A greater percentage (41 per cent) responded in the "more" time category, compared to responses of 33 per cent, 30 per cent, 24 per cent, and 21 per cent for State Staff Specialists, Extension Farm Agents, County Extension Chairmen, and Associate County Extension Chairmen, respectively. The chi-square value of 24.3 indicated in Table XI revealed significant differences of opinion at the .05 level of confidence.

Forestry Production and Marketing

A similar situation existed within the groups as related to the Forestry Production and Marketing area of Extension work. By inspection, Table XI reveals that a majority in all groups responded in the "same" time category as indicated by responses of 62 per cent, 60 per cent, 59 per cent, 55 per cent, and 53 per cent for State Staff Specialists, Extension Farm Agents, Associate County Extension Chairmen, Extension Home Agents, and County Extension Chairmen, respectively. The major difference among the groups was the fact that County Extension Chairmen (43 per cent), Extension Farm Agents (27 per cent), and State Staff Specialists (25 per cent) viewed this area of work in the "more" time

category, compared to only 13 per cent of the Extension Home Agents and 11 per cent of the Associate County Extension Chairmen. Also of interest was the fact that 25 per cent of the Extension Home Agents and 18 per cent of the Associate County Extension Chairmen had no opinion on this area of work. At the .005 confidence level, a chi-square value of 70.25 indicated significant differences of opinion among the respondent groups at the .005 level.

Soil and Water Conservation

A higher percentage in all groups responded in the "same" amount of time category as related to Soil and Water Conservation. County Extension Chairmen (62 per cent) led in this response category, compared to 56 per cent of the Extension Farm Agents, 46 per cent of the State Staff Specialists, 40 per cent of the Extension Home Agents, and 39 per cent of the Associate County Extension Chairmen. By inspection, Table XI reveals that the major difference among the groups occurred with Associate County Extension Chairmen and Extension Home Agents. Seventeen per cent of the Extension Home Agents and 15 per cent of the Associate County Extension Chairmen had no opinion on this area of work, compared to only 5 per cent of the State Staff Specialists, 2 per cent of the Extension Farm Agents, and none of the County Extension Chairmen. A chi-square value of 40.06 revealed significant differences at the .005 level of confidence.

Recreation, Wildlife, and Natural Beauty

As noted in Table XI, a wide range of differences existed in relation to the Recreation, Wildlife, and Natural Beauty area of work. An examination of the table reveals that a higher percentage in four of

the groups responded in the "same" amount of time category. This category was led by Extension Home Agents with 49 per cent, followed by County Extension Chairmen with 48 per cent, State Staff Specialists with 42 per cent, and Extension Farm Agents with 41 per cent. Thirty-nine per cent of the Associate County Extension Chairmen responded in this same category. The major difference among the groups occurred in the "less" and "more" categories. Forty-six per cent of the Associate County Extension Chairmen responded in the "less" category, and 25 per cent of the Extension Farm Agents responded in the "more" category to lead all other groups in these two response categories. The chi-square value of 37.03 substantiated the fact that the five groups differed significantly in their opinions at the .001 level.

Resource Protection

Less than 6 per cent in all groups were in favor of spending "less" time in the Resource Protection area of Extension work. A higher percentage in all groups responded in the "same" amount of time category as indicated by responses of 56 per cent, 55 per cent, 46 per cent, 44 per cent, and 37 per cent for Extension Farm Agents, County Extension Chairmen, State Staff Specialists, Associate County Extension Chairmen, and Extension Home Agents, respectively. The major difference among the groups occurred with Associate County Extension Chairmen and Extension Home Agents. Twenty per cent of the Extension Home Agents and 15 per cent of the Associate County Extension Chairmen had no opinion on this area of work, compared to less than 5 per cent in the other three groups. Of additional interest was the fact that a higher percentage (43 per cent) of the State Staff Specialists responded in the "more"

time category. Table XI reveals a chi-square value of 34.49, which verified significant differences of opinion among the groups at the .01 level.

Program Leadership and Administrative Support

The majority in all groups favored spending the "same" amount of time on Program Leadership and Administrative Support. Table XI verifies this with responses in the "same" category of 56 per cent for Associate County Extension Chairmen, 55 per cent for Extension Farm Agents, 51 per cent for County Extension Chairmen, and 52 per cent each for Extension Home Agents and State Staff Specialists. The groups were evenly divided in the "more" and "less" categories. The chi-square value of 16.54 indicated that differences were not significant at the .05 level of confidence.

Table Summary

The data in Table XI indicate significant differences of opinions among the five groups on 11 of the 13 major areas of Extension work. Associate County Extension Chairmen and Extension Home Agents tended to view six of the areas of work differently than did the other three groups. These two groups placed less emphasis on (1) Improving Farm Income, (2) Marketing, Utilization and Farm Supply, (3) Forestry Production and Marketing, (4) Soil and Water Conservation, and (5) Resource Protection. They placed more emphasis on (1) Food and Nutrition and (2) Improved Family Living areas of work. Extension Home Agents tended to place more emphasis on (1) Safety and Emergency Preparedness, (2) 4-H Youth Development, and (3) Community Development than did the other groups.

EXTENSION OBLIGATION TO FARMER-INCOME CATEGORIES

As mentioned in Chapter V, there are four major income categories of farmers with which the Extension Service works. These are (1) Large Commercial Farmers, (2) Average Size Family Farmers, (3) Small Subsistence Farmers, and (4) Part-time Farmers. A response was obtained from the five groups concerning (1) their knowledge as to the amount of time they think the Extension Service is presently spending with each farmer-income category, and (2) their opinion concerning the amount of time that the Extension Service should spend with each group in the future.

I. Present Emphasis with Farmer-Income Categories

Opinion categories were set up in order to determine the respondents' knowledge as to the amount of time the Extension Service presently spends with the four farmer-income groups. These opinion categories were: (1) none, (2) not much time, (3) some time, (4) a great deal of time, and (5) no opinion. Table XII presents the percentage distributions and chi-square values of all respondents relating to this variable.

Large Commercial Farmers

The greater portion in three of the groups felt that the Extension Service was spending "some" time with Large Commercial Farmers. Extension Farm Agents (53 per cent) led in this response category, followed by State Staff Specialists (48 per cent), County Extension Chairmen (43 per cent), Associate County Extension Chairmen (33 per cent), and Extension Home Agents (29 per cent). By inspection, Table XII reveals that the major difference among the groups occurred with Extension Home Agents and Associate County Extension Chairmen. Thirty-two per cent of the Extension Home Agents and 29 per cent of the Associate County Extension

TABLE XII
A Comparison of the Amount of Time Presently Spent by the Extension Service
with Farmer Groups Among Extension Personnel Categories, Alabama, 1971

FARMER SIZE	PERCENT BY AMOUNT OF PRESENT TIME EMPHASIS							χ^2	P
	None	Not Much	Some	A Great Deal	No Opinion	No Response	Total		
1. Large Commercial Farmers									
County Extension Chairmen (N = 67)	3	20	43	33	1	0	100		
Associate County Extension Chairmen (N = 61)	2	15	33	20	29	1	100		
Extension Farm Agents (N = 155)	0	12	53	31	3	1	100		
Extension Home Agents (N = 106)	1	13	29	20	32	5	100		
State Staff Specialists (N = 89)	0	10	48	30	11	1	100	80.41	.005
2. Average Size Family Farmers									
County Extension Chairmen (N = 67)	0	0	25	75	0	0	100		
Associate County Extension Chairmen (N = 61)	0	7	38	31	21	3	100		
Extension Farm Agents (N = 155)	0	1	31	67	0	1	100	*	
Extension Home Agents (N = 106)	0	1	36	35	22	6	100		
State Staff Specialists (N = 89)	0	1	29	62	7	1	100		
3. Small Subsistence Farmers									
County Extension Chairmen (N = 67)	0	11	61	28	0	0	100		
Associate County Extension Chairmen (N = 61)	0	21	43	12	21	3	100		
Extension Farm Agents (N = 155)	1	28	47	23	1	1	100		
Extension Home Agents (N = 106)	1	15	32	24	22	6	100		
State Staff Specialists (N = 89)	0	21	51	20	8	0	100	72.29	.005
4. Part-time Farmers									
County Extension Chairmen (N = 67)	0	19	66	15	0	0	100		
Associate County Extension Chairmen (N = 61)	2	20	44	3	28	3	100		
Extension Farm Agents (N = 155)	0	27	46	25	1	1	100		
Extension Home Agents (N = 106)	3	24	36	5	25	7	100		
State Staff Specialists (N = 89)	0	24	61	6	9	0	100	105.72	.005

*Theoretical frequency less than 5 in some cells, reducing reliability of chi-square test.

Chairmen had no opinion on the matter, compared to 11 per cent of the State Staff Specialists, 3 per cent of the Extension Farm Agents, and only 1 per cent of the County Extension Chairmen. The chi-square value of 80.41 revealed significant differences among the groups at the .005 level of confidence.

Average Size Family Farmers

Table XII indicates that the higher percentage in three of the groups felt that the Extension Service was spending "a great deal" of time with Average Size Farmers. Seventy-five per cent of the County Extension Chairmen, 67 per cent of the Extension Farm Agents, and 62 per cent of the State Staff Specialists responded in this category, compared to only 35 per cent of the Extension Home Agents and 31 per cent of the Associate County Extension Chairmen. A closer inspection of the table reveals that 22 per cent of the Extension Home Agents and 21 per cent of the Associate County Extension Chairmen had no opinion on this matter, compared to only 7 per cent of the State Staff Specialists and none of the County Extension Chairmen and Extension Farm Agents. A chi-square value was not calculated because there was a theoretical frequency of less than five in some cells, thus reducing the reliability of the chi-square test. However, observation of the data indicated that differences did exist among the groups in relation to this variable.

Small Subsistence Farmers

The higher percentage in all five groups felt that the Extension Service was spending "some" time with Small Subsistence Farmers. Sixty-one per cent of the County Extension Chairmen, 51 per cent of the State Staff Specialists, 47 per cent of the Extension Farm Agents, 43 per

cent of the Associate County Extension Chairmen, and 32 per cent of the Extension Home Agents responded in this category. It can be noted in Table XII that the differences in the groups occurred again with the Associate County Extension Chairmen and Extension Home Agents. Twenty-two per cent of the Extension Home Agents and 21 per cent of the Associate County Extension Chairmen had no opinion on the matter, compared to only 8 per cent of the State Staff Specialists, 1 per cent of the Extension Farm Agents, and none of the County Extension Chairmen. A chi-square value of 72.29 indicated significant differences of opinion among the respondents when considered at the .005 level of confidence.

Part-time Farmers

A similar situation existed among the groups in relation to Part-time Farmers. A higher percentage in all groups responded in the "same" time category, but again a high percentage of Associate County Extension Chairmen and Extension Home Agents had "no opinion" on the matter. Responses of 66 per cent, 61 per cent, 46 per cent, 44 per cent, and 36 per cent were obtained in the "some" time category for County Extension Chairmen, State Staff Specialists, Extension Farm Agents, Associate County Extension Chairmen, and Extension Home Agents, respectively. Associate County Extension Chairmen (28 per cent) led the "no opinion" category, closely followed by Extension Home Agents (25 per cent). Only 9 per cent of the State Staff Specialists, 1 per cent of the Extension Farm Agents, and none of the County Extension Chairmen responded in this category. Of interest was the fact that less than 5 per cent of the Associate County Extension Chairmen and Extension Home Agents responded in the "great deal" of time category, compared to 25 per cent

of the Extension Farm Agents, 15 per cent of the County Extension Chairmen, and 6 per cent of the State Staff Specialists. The very high chi-square value of 105.72 indicated in Table XII a highly significant difference at the .005 level of confidence.

Table Summary

The data in Table XII indicate differences of opinion among the groups in all four farmer categories. In each response category, the Associate County Extension Chairmen and Extension Home Agents held similar views which were different from the other three respondent groups. An unusually high percentage of Associate County Extension Chairmen and Extension Home Agents had no opinion in each category. County Extension Chairmen and Extension Farm Agents tended to view the variables in a more similar manner than did any of the other respondent groups. Around 10 per cent of the State Staff Specialists had no opinion on the variables, compared to less than 1 per cent of the County Extension Chairmen and Extension Farm Agents.

II. Future Emphasis with Farmer-Income Groups

Opinion categories were set up in order to determine the respondents perception as to the amount of time the Extension Service should be spending with farmer-income groups. These categories were as follows: (1) less time than the present, (2) the same amount of time as the present, (3) some more time than the present, and (5) no opinion. Table XIII presents the percentage distributions and chi-square values of the respondent groups in relation to this variable.

Large Commercial Farmers

The majority in three of the groups felt that the Extension Service

TABLE XIII
A Comparison of the Amount of Time that Should be Spent in the Future with
Farmer Groups Among Extension Personnel Categories, Alabama, 1971

FARMER SIZE	PERCENT BY AMOUNT OF FUTURE TIME EMPHASIS							x ²	P
	Less	Same	Some More	Great Deal More	No Opinion	No Response	Total		
1. Large Commercial Farmers									
County Extension Chairmen (N = 67)	0	66	18	13	3	0	100		
Associate County Extension Chairmen (N = 61)	16	38	10	2	33	1	100		
Extension Farm Agents (N = 155)	13	59	20	3	4	1	100		
Extension Home Agents (N = 106)	10	36	8	1	39	6	100		
State Staff Specialists (N = 89)	3	49	26	11	11	0	100	124.57	.005
2. Average Size Family Farmers									
County Extension Chairmen (N = 67)	3	42	45	10	0	0	100		
Associate County Extension Chairmen (N = 61)	0	36	28	6	28	2	100		
Extension Farm Agents (N = 155)	0	45	46	8	0	1	100		
Extension Home Agents (N = 106)	1	31	29	7	26	6	100		
State Staff Specialists (N = 89)	0	45	39	8	8	0	100	83.39	.005
3. Small Subsistence Farmers									
County Extension Chairmen (N = 67)	6	60	27	7	0	0	100		
Associate County Extension Chairmen (N = 61)	2	20	29	20	28	1	100		
Extension Farm Agents (N = 155)	6	30	46	16	1	1	100		
Extension Home Agents (N = 106)	0	23	36	8	26	7	100		
State Staff Specialists (N = 89)	16	32	35	8	9	0	100	119.08	.005
4. Part-time Farmers									
County Extension Chairmen (N = 67)	7	75	18	0	0	0	100		
Associate County Extension Chairmen (N = 61)	3	35	23	3	34	2	100		
Extension Farm Agents (N = 155)	9	53	32	3	2	1	100		
Extension Home Agents (N = 106)	2	32	25	4	31	6	100		
State Staff Specialists (N = 89)	13	55	15	5	12	0	100	106.07	.005

should spend the "same" amount of time with Large Commercial Farmers in the future. County Extension Chairmen (66 per cent), Extension Farm Agents (59 per cent), and State Staff Specialists (49 per cent) responded in this category, compared to 38 per cent of the Associate County Extension Chairmen and 36 per cent of the Extension Home Agents. A high percentage of Associate County Extension Chairmen and Extension Home Agents had no opinion on the matter. Thirty-nine per cent of the Extension Home Agents and 33 per cent of the Associate County Extension Chairmen were in this category, compared to only 11 per cent for State Staff Specialists, 4 per cent for Extension Farm Agents, and 3 per cent for County Extension Chairmen. By inspection, Table XIII also reveals that a high percentage of County Extension Chairmen, Extension Farm Agents, and State Staff Specialists felt that "some more" time should be spent with these farmers. Twenty-six per cent of the State Staff Specialists, 20 per cent of the Extension Farm Agents, and 18 per cent of the County Extension Chairmen responded in this category, compared to only 10 per cent and 8 per cent for Associate County Extension Chairmen and Extension Home Agents, respectively. Substantial differences did exist in that a large chi-square value of 124.57 was significant at the .005 level of confidence.

Average Size Family Farmers

An examination of Table XIII indicates that the five groups were somewhat divided in relation to their viewpoints concerning time emphasis with Average Size Family Farmers. The majority in all groups felt that either the "same" or "some more" time should be spent with these farmers in the future. A higher percentage of Extension Farm

Agents (46 per cent) and County Extension Chairmen (45 per cent) felt that "some more" time was needed with these farmers, compared to 39 per cent of the State Staff Specialists, 29 per cent of the Extension Home Agents, and 28 per cent of the Associate County Extension Chairmen. Forty-five per cent of the State Staff Specialists and Extension Farm Agents, 42 per cent of the County Extension Chairmen, 36 per cent of the Associate County Extension Chairmen, and 31 per cent of the Extension Home Agents felt that the "same" amount of time should be spent with these farmers in the future. The major difference among the groups occurred again with the Associate County Extension Chairmen and Extension Home Agents. A high percentage of Associate County Extension Chairmen (28 per cent) and Extension Home Agents (26 per cent) had no opinion on the matter, compared to only 8 per cent of the State Staff Specialists and none of the County Extension Chairmen and Extension Farm Agents. The chi-square value of 83.39 reflected significant differences of opinion at the .005 level.

Small Subsistence Farmers

Opinions were widely varied in relation to future time emphasis with Small Subsistence Farmers. By inspection, Table XIII again reveals that a high percentage of Associate County Extension Chairmen (28 per cent) and Extension Home Agents (26 per cent) had no opinion on the subject, compared to 9 per cent of the State Staff Specialists, 1 per cent of the Extension Farm Agents, and none of the County Extension Chairmen. The greater portion of the respondents reacted in the "same" and "some more" categories. County Extension Chairmen (60 per cent) led the "same" time category, followed by responses of 32 per cent, 30 per cent, 23 per

cent, and 20 per cent, respectively, for State Staff Specialists, Extension Farm Agents, Extension Home Agents, and Associate County Extension Chairmen. Forty-six per cent of the Extension Farm Agents felt that "some more" time was needed to lead this category, and 20 per cent of the Associate County Extension Chairmen were in favor of "a great deal more" time, which was the highest percentage in this particular category. The chi-square value of 119.08 was highly significant at the .005 level, indicating that the five respondent groups differed in their opinion relating to this variable.

Part-time Farmers

Table XIII indicates that a similar situation existed among the respondent groups as related to Part-time Farmers. The greater portion of all groups responded in the "same" and "some more" response categories. County Extension Chairmen (75 per cent) led the "same" time category, followed by State Staff Specialists (55 per cent), Extension Farm Agents (53 per cent), with only 35 per cent of the Associate County Extension Chairmen and 32 per cent of the Extension Home Agents responding in this category. Thirty-two per cent of the Extension Farm Agents favored "some more" time which was the highest response percentage in this particular category. A high percentage of Associate County Extension Chairmen (34 per cent) and Extension Home Agents (31 per cent) again had no opinion on the subject, compared to 12 per cent of the State Staff Specialists, 2 per cent of the Extension Farm Agents, and none of the County Extension Chairmen. Again, a very high chi-square value of 106.07 was significant at the .005 level of confidence.

Table Summary

The data in Table XIII indicate that there were differences of opinion in the way the respondent groups viewed each of the four farmer-income categories. In all cases, County Extension Chairmen, Extension Farm Agents, and State Staff Specialists held similar views, expressing the need for "about the same" and "some more" time emphasis with each farmer group in the future. Associate County Extension Chairmen and Extension Home Agents were less responsive to this viewpoint and in all four farmer categories possessed a higher percentage of "no opinion" than did the other three groups.

EXTENSION OBLIGATION TO RURAL AND URBAN FAMILIES

The Extension Service has responsibilities to four major clientele groups. These are: (1) Rural Farm Families, (2) Rural Non-Farm Families, (3) Town and Village Families, and (4) Urban and City Families. A response was obtained from the five groups regarding (1) their knowledge as to the amount of time they think the Extension Service is presently spending with each clientele groups, and (2) their opinions regarding the amount of time they feel that the Extension Service should be spending with each clientele group in the future.

I. Present Emphasis with Clientele Groups

The researcher was interested in determining the respondents' perception as to the amount of time the Extension Service presently spends with each clientele group. To make this determination, opinion categories were set up as follows: (1) none, (2) not much time, (3) some time, (4) a great deal of time, and (5) no opinion. Table XIV presents

TABLE XIV
A Comparison of the Amount of Time Presently Spent by the Extension Service
with Clientele Groups Among Extension Personnel Categories, Alabama, 1971

CLIENTELE GROUP	PERCENT BY AMOUNT OF PRESENT TIME EMPHASIS							X ²	P
	None	Not Much	Some	A Great Deal	No Opinion	No Response	Total		
1. Rural Farm Families									
County Extension Chairmen (N = 67)	0	2	12	85	0	1	100		
Associate County Extension Chairmen (N = 61)	0	3	30	59	8	0	100		
Extension Farm Agents (N = 155)	0	1	20	78	0	1	100	*	
Extension Home Agents (N = 106)	0	1	37	53	4	5	100		
State Staff Specialists (N = 89)	0	0	19	76	5	0	100		
2. Rural Non-Farm Families									
County Extension Chairmen (N = 67)	0	19	72	9	0	0	100		
Associate County Extension Chairmen (N = 61)	0	8	51	33	8	0	100		
Extension Farm Agents (N = 155)	0	31	59	9	0	1	100		
Extension Home Agents (N = 106)	1	19	38	35	4	3	100		
State Staff Specialists (N = 89)	0	24	58	13	5	0	100	73.27	.005
3. Town and Village Families									
County Extension Chairmen (N = 67)	0	26	70	3	1	0	100		
Associate County Extension Chairmen (N = 61)	0	10	67	13	8	2	100		
Extension Farm Agents (N = 155)	0	22	63	12	2	1	100		
Extension Home Agents (N = 106)	1	13	64	13	4	5	100		
State Staff Specialists (N = 89)	1	14	70	9	6	0	100	22.15	N.S.
4. Urban and City Families									
County Extension Chairmen (N = 67)	14	40	30	6	9	1	100		
Associate County Extension Chairmen (N = 61)	8	23	41	2	21	5	100		
Extension Farm Agents (N = 155)	7	33	34	6	17	3	100		
Extension Home Agents (N = 106)	8	24	40	6	19	3	100		
State Staff Specialists (N = 89)	3	57	29	5	6	0	100	39.60	.01

the percentage distributions and chi-square values of all respondents relating to this variable.

Rural Farm Families

The greater portion in each of the five groups were of the opinion that the Extension Service presently spends a "great deal" of time with Rural Farm Families. Eighty-five per cent of the County Extension Chairmen, 78 per cent of the Extension Farm Agents, 76 per cent of the State Staff Specialists, 59 per cent of the Associate County Extension Chairmen, and 53 per cent of the Extension Home Agents responded in this category. Less than 3 per cent of all groups responded in the "not much" time category. The highest response in the "some" time category was Extension Home Agents (37 per cent). Similar responses of 30 per cent, 20 per cent, 19 per cent, and 12 per cent were obtained for Associate County Extension Chairmen, Extension Farm Agents, State Staff Specialists, and County Extension Chairmen, respectively. A chi-square value was not calculated because there was a theoretical frequency of less than five in some cells, thus reducing the reliability of the chi-square test. However, observation of the data in Table XIV indicated no important differences.

Rural Non-Farm Families

The greater portion in all groups felt that the Extension Service was presently spending "some" time with Rural Non-Farm Families. The major difference among the groups was the fact that Associate County Extension Chairmen and Extension Home Agents were of the opinion that a "great deal" more time was being spent with this clientele group than that viewed by the other three groups. The "some" time category was

led by County Extension Chairmen (72 per cent), followed by responses of 59 per cent, 58 per cent, 51 per cent, and 38 per cent for Extension Farm Agents, State Staff Specialists, Associate County Extension Chairmen, and Extension Home Agents, respectively. Extension Home Agents (35 per cent) were highest in the "great deal" time category with Associate County Extension Chairmen (33 per cent) expressing a similar viewpoint, contrasted to only 13 per cent of the State Staff Specialists and 9 per cent each for County Extension Chairmen and Extension Farm Agents in the same response category. Table XIV reveals a chi-square value of 73.27, which denoted significant differences of opinion at the .005 level.

Town and Village Families

Most of the respondent groups felt that the Extension Service was presently spending "some" time with Town and Village Families. Seventy per cent of the County Extension Chairmen and State Staff Specialists responded in this category as did 67 per cent of the Associate County Extension Chairmen, 64 per cent of the Extension Home Agents, and 63 per cent of the Extension Farm Agents. County Extension Chairmen led the "not much" time response category with 26 per cent responding in this manner. Associate County Extension Chairmen and Extension Home Agents each had 13 per cent responding in the "great deal" time category to lead in this response area. The chi-square value of 22.15 indicated in Table IV was not significant when considered at the .05 level of confidence.

Urban and City Families

Opinions were widely varied among the groups in relation to the

amount of time presently being spent by the Extension Service with Urban and City Families. Table XIV indicates that a majority responded in the "not much" and "some" time categories with a wide range of percentage within each category. The major difference existed between the Associate County Extension Chairmen and Extension Home Agents as a group, contrasted with the County Extension Chairmen, Extension Farm Agents, and State Staff Specialists as a group. Fifty-seven per cent of the State Staff Specialists, 40 per cent of the County Extension Chairmen, and 33 per cent of the Extension Farm Agents responded in the "not much" time category, compared to 24 per cent of the Extension Home Agents and 23 per cent of the Associate County Extension Chairmen. Forty-one per cent of the Associate County Extension Chairmen and 40 per cent of the Extension Home Agents felt that the Extension Service presently spends "some" time with this clientele group, compared to 34 per cent of the Extension Farm Agents, 30 per cent of the County Extension Chairmen, and 29 per cent of the State Staff Specialists with similar viewpoints. Of interest was the fact that less than 6 per cent in all groups responded in the "great deal" time category. Of additional interest was a high percentage with no opinion led by Associate County Extension Chairmen with 21 per cent responding in this manner. Fourteen per cent of the County Extension Chairmen felt that the Extension Service presently spends no time with Urban and City Families. When considered at the .01 level of confidence, a chi-square value of 39.60 indicated that significant differences of opinion existed among the respondents in relation to this variable.

Table Summary

The data in Table XIV indicate that significant differences of opinion existed among the groups in two of the four clientele areas. Observation of the data showed that all groups were in relative agreement on Rural Farm Families and Town and Village Families. The general agreement was that the Extension Service presently spends a "great deal" of time with Rural Farm Families and only "some" time with Town and Village Families.

Associate County Extension Chairmen and Extension Home Agents were of the opinion that more time was being spent with Rural Non-Farm Families and Urban and City Families than that expressed by the other three groups.

II. Future Emphasis with Clientele Groups

A determination was sought as to the respondents' perception regarding the amount of time that the Extension Service should be spending with each of the four clientele groups. In order to do this, opinion categories were arranged as follows: (1) less time than the present, (2) the same amount of time as the present, (3) some more time than the present, (4) a great deal more time than the present, and (5) no opinion. Table XV presents the percentage distributions and chi-square values of all respondent groups in relation to this variable.

Rural Farm Families

The greater percentage in all groups was of the opinion that the Extension Service should spend the same amount of time in the future as is presently being spent with Rural Farm Families. Sixty-one per cent of the State Staff Specialists responded in this manner, compared to 46

TABLE XV
A Comparison of the Amount of Time that Should Be Spent in the Future with
Clientele Groups Among Extension Personnel Categories, Alabama, 1971

CLIENTELE GROUP	PERCENT BY AMOUNT OF FUTURE TIME EMPHASIS								P
	Less Than Present	Same As Present	Some More Than Present	A Great Deal More Than Present	No Opinion	No Response	Total	χ^2	
1. Rural Farm Families									
County Extension Chairmen (N = 67)	1	43	36	20	0	0	100		
Associate County Extension Chairmen (N = 61)	2	46	43	1	8	0	100		
Extension Farm Agents (N = 155)	2	45	35	17	0	1	100		
Extension Home Agents (N = 106)	4	45	32	11	4	4	100		
State Staff Specialists (N = 89)	1	61	26	9	3	0	100	35.36	.01
2. Rural Non-Farm Families									
County Extension Chairmen N = 67)	1	69	25	5	0	0	100		
Associate County Extension Chairmen (N = 61)	3	46	43	0	8	0	100		
Extension Farm Agents (N = 155)	2	57	34	6	0	1	100		
Extension Home Agents (N = 106)	3	42	39	7	5	4	100		
State Staff Specialists (N = 89)	3	60	28	6	3	0	100	30.55	.05

TABLE XV. Continued

CLIENTELE GROUP	PERCENT BY AMOUNT OF FUTURE TIME EMPHASIS								P
	Less Than Present	Same As Present	Some More Than Present	A Great Deal More Than Present	No Opinion	No Response	Total	χ^2	
3. Town and Village Families									
County Extension Chairmen (N = 67)	2	70	27	0	1	0	100		
Associate County Extension Chairmen (N = 61)	0	51	36	3	8	2	100		
Extension Farm Agents (N = 155)	4	45	39	9	2	1	100		
Extension Home Agents (N = 106)	1	39	42	10	4	4	100		
State Staff Specialists (N = 89)	2	31	53	7	7	0	100	39.89	.01
4. Urban and City Families									
County Extension Chairmen (N = 67)	8	52	22	0	18	0	100		
Associate County Extension Chairmen (N = 61)	5	26	26	3	30	10	100		
Extension Farm Agents (N = 155)	5	35	30	5	21	4	100		
Extension Home Agents (N = 106)	3	24	34	12	21	6	100		
State Staff Specialists (N = 89)	3	32	48	10	7	0	100	46.89	.005

per cent of the Associate County Extension Chairmen, 45 per cent each for Extension Farm Agents and Extension Home Agents and 43 per cent of the County Extension Chairmen. The major difference among the groups was with County Extension Chairmen and Extension Farm Agents. Twenty per cent of the County Extension Chairmen and 17 per cent of the Extension Farm Agents were of the opinion that the Extension Service should spend a "great deal more" time than present with this clientele group, compared to only 11 per cent of the Extension Home Agents, 9 per cent of the State Staff Specialists, and 1 per cent of the Associate County Extension Chairmen with a similar viewpoint. The chi-square value of 35.36 revealed significant differences among the groups at the .01 level.

Rural Non-Farm Families

By inspection, Table XV reveals that the greater percentage in all respondent groups favored spending the same amount of time in the future as is presently being spent with Rural Non-Farm Families. A majority (69 per cent) of the County Extension Chairmen responded in this manner, compared to 60 per cent of the State Staff Specialists, 57 per cent of the Extension Farm Agents, 46 per cent of the Associate County Extension Chairmen, and 42 per cent of the Extension Home Agents. The major difference occurred among the groups with Associate County Extension Chairmen and Extension Home Agents tending to favor "more time" in the future with this clientele group than did County Extension Chairmen, Extension Farm Agents, and State Staff Specialists. Forty-three per cent of the Associate County Extension Chairmen and 39 per cent of the Extension Home Agents expressed this viewpoint, compared to 34 per cent

of the Extension Farm Agents, 28 per cent of the State Staff Specialists, and 25 per cent of the County Extension Chairmen. The chi-square value of 30.55 verified the fact that the five groups differed significantly in their opinions when considered at the .05 level of confidence.

Town and Village Families

Three of the groups favored spending the same amount of time in the future as is presently being spent with Town and Village Families, while two of the groups felt that "some more" time should be spent. Seventy per cent of the County Extension Chairmen, 51 per cent of the Associate County Extension Chairmen, and 45 per cent of the Extension Farm Agents responded in the "same" time category, compared to 39 per cent of the Extension Home Agents and 31 per cent of the State Staff Specialists. State Staff Specialists (53 per cent) and Extension Home Agents (42 per cent) felt that "some more" time was needed with this clientele group, compared to similar responses in this category of 39 per cent, 36 per cent, and 27 per cent for Extension Farm Agents, Associate County Extension Chairmen, and County Extension Chairmen, respectively. Table XV indicates a chi-square value of 39.89, which denoted significant differences of opinion at the .01 level.

Urban and City Families

Table XV reflects a wide variation of opinions among the five respondent groups as related to future time emphasis with Urban and City Families. State Staff Specialists (48 per cent) and Extension Home Agents (34 per cent) favored "some more" time with this clientele group, compared to 30 per cent of the Extension Farm Agents, 26 per cent of the Associate County Extension Chairmen, and 22 per cent of the County

Extension Chairmen. A majority of the County Extension Chairmen (52 per cent) favored spending the "same" amount of time, compared to responses of 35 per cent, 32 per cent, 26 per cent, and 24 per cent for Extension Farm Agents, State Staff Specialists, Associate County Extension Chairmen, and Extension Home Agents, respectively. A closer inspection of the table reveals an unusually high percentage in four of the groups who had no opinion on the matter. Thirty per cent of the Associate County Extension Chairmen, 21 per cent each of the Extension Farm Agents and Extension Home Agents, and 18 per cent of the County Extension Chairmen responded in this category, compared to only 7 per cent of the State Staff Specialists. The chi-square value of 46.98 denoted significant differences existed at the .005 level of confidence.

Table Summary

The data in Table XV indicate significant differences of opinion among the groups in each of the four clientele areas. County Extension Chairmen and Extension Farm Agents were in favor of spending a "great deal more" time with Rural Farm Families. Associate County Extension Chairmen and Extension Home Agents favored spending "some more" time with Rural Non-Farm Families. Extension Home Agents and State Staff Specialists favored spending "some more" time with Town and Village Families and Urban and City Families. Observation of the data reveals that the respondent groups were more undecided on future time emphasis with Urban and City Families. Less than 8 per cent in all groups favored reducing the amount of time presently being spent with any of the four clientele groups.

EXTENSION SERVICE ROLE, RESPONSIBILITY, AND FUNCTION

A measure of the respondents' attitude or opinion on 15 statements relating to the role, responsibility, and function of the Extension Service in Alabama was obtained. Opinion categories were set up following each statement in order to make this determination. These categories were as follows: (1) strongly agree, (2) agree, (3) undecided, (4) disagree, and (5) strongly disagree. Table XVI presents the percentage distribution and chi-square values of all respondents on each of the 15 statements.

Statement 1. "The Extension Service cannot justify spending a great deal of time and effort on programs relating to industrial development."

Table XVI reveals that the major portion of the County Extension Chairmen, Extension Farm Agents, and State Staff Specialists responded negatively to this statement, whereas the Associate County Extension Chairmen and Extension Home Agents were pretty evenly divided in their opinions with a large percentage in these two groups undecided. The highest group "disagreeing" with the statement was the State Staff Specialists (52 per cent), compared to 42 per cent of the Extension Home Agents, 40 per cent of the Extension Farm Agents, 38 per cent of the County Extension Chairmen, and 30 per cent of the Associate County Extension Chairmen. The highest group "agreeing" with the statement was County Extension Chairmen (42 per cent), compared to responses in this category of 36 per cent, 34 per cent, 29 per cent, and 22 per cent for Extension Farm Agents, Associate County Extension Chairmen, State Staff Specialists, and Extension Home Agents, respectively. The highest group

TABLE XVI
A Comparison of Attitudes or Opinions on Selected Statements Pertaining
to the Role, Responsibility, and Function of the Extension Service
Among Extension Personnel Categories, Alabama, 1971

STATEMENT	ATTITUDE OR OPINION						Total	X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response			
1. The Extension Service cannot justify spending a great deal of time and effort on programs relating to industrial development.									
County Extension Chairmen (N = 67)	6	42	0	38	14	0	100		
Associate County Extension Chairmen (N = 61)	8	34	23	30	5	0	100		
Extension Farm Agents (N = 155)	8	36	8	40	7	1	100		
Extension Home Agents (N = 106)	6	22	24	42	3	3	100		
State Staff Specialists (N = 89)	1	29	7	52	11	0	100	56.80	.005

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION							χ^2	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
2. The Extension Service should increase its work in urban and suburban areas even if it means a reduction in emphasis on agricultural production.									
County Extension Chairmen (N = 67)	3	13	1	50	33	0	100		
Associate County Extension Chairmen (N = 61)	3	25	8	54	10	0	100		
Extension Farm Agents (N = 155)	4	21	6	44	24	1	100		
Extension Home Agents (N = 106)	2	32	9	47	8	2	100		
State Staff Specialists (N = 89)	7	34	10	38	11	0	100	43.78	.005

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION							X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
3. The Extension Service should concentrate its efforts on helping farmers improve their efficiency in producing marketable farm commodities and leave such matters as health, career guidance, recreation, etc. to other educational institutions.									
County Extension Chairmen (N = 67)	13	34	5	43	5	0	100		
Associate County Extension Chairman (N = 61)	3	21	3	53	20	0	100		
Extension Farm Agents (N = 155)	13	18	4	46	18	1	100		
Extension Home Agents (N = 106)	7	6	6	59	20	2	100		
State Staff Specialists (N = 89)	3	10	6	63	18	0	100	46.49	.005

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION								
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total	X ²	P
4. The Extension Service should allocate additional resources toward developing programs for urban youth.									
County Extension Chairmen (N = 67)	3	58	9	21	9	0	100		
Associate County Extension Chairmen (N = 61)	8	57	17	13	5	0	100		
Extension Farm Agents (N = 155)	19	55	9	14	2	1	100		
Extension Home Agents (N = 106)	30	54	5	9	1	1	100		
State Staff Specialists (N = 89)	15	67	8	10	0	0	100	49.55	.005
5. The Extension Service should reorganize county programs into combined area or multi-county arrangements.									
County Extension Chairmen (N = 67)	3	7	11	36	42	1	100		
Associate County Extension Chairmen (N = 61)	2	20	34	34	10	0	100		
Extension Farm Agent (N = 155)	6	14	13	40	26	1	100		
Extension Home Agents (N = 106)	2	23	30	31	12	2	100		
State Staff Specialists (N = 89)	13	9	25	32	21	0	100	65.91	.005

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION							X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
6. The Extension Service should reallocate the money and manpower now being used for the middle and upper-class into programs designed to help the disadvantaged.									
County Extension Chairmen (N = 67)	1	5	1	61	32	0	100		
Associate County Extension Chairmen (N = 61)	0	10	13	61	15	1	100		
Extension Farm Agents (N = 155)	5	10	9	52	23	1	100		
Extension Home Agents (N = 106)	6	15	15	49	12	3	100		
State Staff Specialists (N = 89)	3	10	9	60	18	0	100	29.67	.05

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION						Total	X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response			
7. The Extension Service's responsibility to urban people should be confined primarily to assistance on agricultural matters, such as vegetable and landscape gardening, insect control, etc.									
County Extension Chairmen (N = 67)	10	53	1	34	2	0	100		
Associate County Extension Chairmen (N = 61)	0	15	13	59	11	2	100		
Extension Farm Agents (N = 155)	9	38	3	42	7	1	100		
Extension Home Agents (N = 106)	1	8	6	70	12	3	100		
State Staff Specialists (N = 89)	1	23	7	60	9	0	100	90.00	.005
8. The Extension Service should conduct more area-wide shortcourses.									
County Extension Chairmen (N = 67)	0	55	11	30	3	1	100		
Associate County Extension Chairmen (N = 61)	3	56	26	11	2	2	100		
Extension Farm Agents (N = 155)	12	61	12	12	1	2	100		
Extension Home Agents (N = 106)	11	54	21	11	0	3	100		
State Staff Specialists (N = 89)	13	60	15	10	2	0	100	39.73	.01

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION						Total	X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response			
9. The Extension Service does not adequately supply published materials to clientele.									
County Extension Chairmen (N = 67)	3	20	3	64	10	0	100		
Associate County Extension Chairmen (N = 61)	7	30	0	57	6	0	100		
Extension Farm Agents (N = 155)	8	16	3	54	18	1	100		
Extension Home Agents (N = 106)	10	23	7	50	6	4	100		
State Staff Specialists (N = 89)	4	28	7	45	16	0	100	29.45	.05
10. The Extension Service should consider decreasing the size of county staff members and using the money saved to hire more Auburn University Extension Specialists.									
County Extension Chairmen (N = 67)	3	0	0	15	82	0	100		
Associate County Extension Chairmen (N = 61)	2	0	2	16	80	0	100		
Extension Farm Agents (N = 155)	2	1	1	18	77	1	100		
Extension Home Agents (N = 106)	2	0	4	21	71	2	100		
State Staff Specialists (N = 89)	1	6	15	48	29	1	100	99.91	.005

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION							X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
11. The Extension Service image in your location is good. People look upon the organization as performing a worthwhile function.									
County Extension Chairmen (N = 67)	25	75	0	0	0	0	100		
Associate County Extension Chairmen (N = 61)	23	74	3	0	0	0	100		
Extension Farm Agents (N = 155)	50	44	3	0	1	2	100		
Extension Home Agents (N = 106)	27	66	5	1	0	1	100		
State Staff Specialists (N = 89)	13	71	9	6	1	0	100	69.17	.005
12. The Extension Service should give consideration to increased use of mass media (radio, TV, newspaper, etc.).									
County Extension Chairmen (N = 67)	6	76	4	14	0	0	100		
Associate County Extension Chairmen (N = 61)	7	66	15	10	1	1	100		
Extension Farm Agents (N = 155)	15	67	5	12	0	1	100		
Extension Home Agents (N = 106)	12	70	5	8	2	3	100		
State Staff Specialists (N = 89)	22	65	2	11	0	0	100	28.44	N.S.

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION							χ^2	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
13. The Extension Service should seek to maintain control of groups that it organizes and assist in developing their operations.									
County Extension Chairmen (N = 67)	8	25	6	51	9	1	100		
Associate County Extension Chairmen (N = 61)	2	18	21	43	11	5	100		
Extension Farm Agents (N = 155)	6	32	6	43	12	1	100		
Extension Home Agents (N = 106)	0	29	24	32	10	5	100		
State Staff Specialists (N = 89)	2	15	19	47	17	0	100	45.04	.005
14. The Extension Service needs more personnel in order to do a better job.									
County Extension Chairmen (N = 67)	11	37	9	37	5	1	100		
Associate County Extension Chairmen (N = 61)	13	48	18	18	3	0	100		
Extension Farm Agents (N = 155)	16	32	14	32	5	1	100		
Extension Home Agents (N = 106)	15	39	21	22	2	1	100		
State Staff Specialists (N = 89)	9	34	11	38	6	2	100	22.71	N.S.

TABLE XVI. Continued

STATEMENT	ATTITUDE OR OPINION							X ²	P
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Response	Total		
15. The Extension Service should be doing many of the newer governmental services, such as those programs under the direction of the Office of Economic Opportunity.									
County Extension Chairmen (N = 67)	9	21	10	30	29	1	100		
Associate County Extension Chairmen (N = 61)	10	29	20	23	18	0	100		
Extension Farm Agents (N = 155)	10	18	13	35	23	1	100		
Extension Home Agents (N = 106)	8	23	26	30	12	1	100		
State Staff Specialists (N = 89)	8	37	10	34	11	0	100	33.59	.05

"strongly disagreeing" with the statement was County Extension Chairmen (14 per cent), compared to the highest group "strongly agreeing" being that of the Associate County Extension Chairmen and Extension Farm Agents with 8 per cent each in this category. Also reflected in the table is an unusually high percentage of Extension Home Agents (24 per cent) and Associate County Extension Chairmen (23 per cent) who were undecided. The chi-square value of 56.80 revealed significant differences of opinion among the respondents on this statement when considered at the .005 confidence level.

Statement 2. "The Extension Service should increase its work in urban and suburban areas even if it means a reduction in emphasis on agricultural production."

The major portion in all five groups reacted negatively to this statement. Fifty-four per cent of the Associate County Extension Chairmen responded in the "disagree" category, compared to similar responses of 50 per cent for County Extension Chairmen, 47 per cent for Extension Home Agents, 44 per cent for Extension Farm Agents, and 38 per cent for State Staff Specialists. The major difference in the groups was the relatively high percentage of State Staff Specialists (34 per cent) and Extension Home Agents (32 per cent) who "agreed" with the statement, compared to 25 per cent of the Associate County Extension Chairmen, 21 per cent of the Extension Farm Agents, and only 13 per cent of the County Extension Chairmen. By inspection, Table XVI also reveals that a major difference occurred in the "strongly disagree" category with 33 per cent of the County Extension Chairmen and 24 per cent of the Extension Farm Agents responding in this manner,

compared to only 11 per cent of the State Staff Specialists, 10 per cent of the Associate County Extension Chairmen, and 8 per cent of the Extension Home Agents. The chi-square value of 43.78 indicated in the table denoted significant differences of opinion when considered at the .005 level of confidence.

Statement 3. "The Extension Service should concentrate its efforts on helping farmers improve their efficiency in producing marketable farm commodities and leave such matters as health, career guidance, recreation, etc. to other educational institutions."

The greater percentage in four of the groups reacted negatively, with the County Extension Chairmen group tending to agree with the statement. By inspection, Table XVI reveals that 63 per cent of the State Staff Specialists "disagreed" with the statement, compared to 59 per cent of the Extension Home Agents and 53 per cent of the Associate County Extension Chairmen. Lesser percentages of 46 per cent and 43 per cent were recorded in the same category for Extension Farm Agents and County Extension Chairmen, respectively. County Extension Chairmen and Extension Farm Agents led the "strongly agree" category over all other groups with 13 per cent in each group responding in this manner, while the "strongly disagree" category had responses of 20 per cent each of the Associate County Extension Chairmen and Extension Home Agents, 18 per cent each of the Extension Farm Agents and State Staff Specialists, compared to only 5 per cent of the County Extension Chairmen. Significant differences of opinion existed among the five groups as verified by the chi-square value of 46.49 at the .005 confidence level.

Statement 4. "The Extension Service should allocate additional resources toward developing programs for urban youth."

The majority in all groups reacted in the affirmative to this statement. Sixty-seven per cent of the State Staff Specialists "agreed" with the statement, compared to similar percentages of 58 per cent, 57 per cent, 55 per cent, and 54 per cent for County Extension Chairmen, Associate County Extension Chairmen, Extension Farm Agents, and Extension Home Agents, respectively. The major difference among the groups occurred in the "strongly agree" category. Thirty per cent of the Extension Home Agents, 19 per cent of the Extension Farm Agents, and 15 per cent of the State Staff Specialists responded in this category, compared to only 8 per cent of the Associate County Extension Chairmen and 3 per cent of the County Extension Chairmen. Of interest was a high percentage (17 per cent) of the Associate County Extension Chairmen, who were undecided on this matter. The chi-square value of 49.55 reflected in Table XVI denoted significant differences among the respondents at the .005 level of confidence.

Statement 5. "The Extension Service should reorganize county programs into combined area or multi-county arrangements."

By inspection, Table XVI reflects that a majority in all five groups were opposed to this statement. The difference among the groups occurred in the intensity of disagreement and the high percentage in three of the groups that were undecided. Forty per cent of the Extension Farm Agents "disagreed" with the statement, compared to 36 per cent of the County Extension Chairmen, 34 per cent of the Associate County Extension Chair-

men, 32 per cent of the State Staff Specialists, and 31 per cent of the Extension Home Agents. Forty-two per cent of the County Extension Chairmen "strongly disagreed" with the statement, while 13 per cent of the State Staff Specialists "strongly agreed." The Associate County Extension Chairmen, Extension Home Agents, and State Staff Specialists groups had high percentages "undecided" with responses of 34 per cent, 30 per cent, and 25 per cent, respectively, compared to only 13 per cent of the Extension Farm Agents and 11 per cent of the County Extension Chairmen. The chi-square value of 65.91 indicated that a significant difference of opinion did exist at the .01 level.

Statement 6. "The Extension Service should reallocate the money and manpower now being used for middle and upper-class into programs designed to help the disadvantaged."

An examination of Table XVI indicates that the major portion in all groups reacted negatively to this statement. Again, the major difference among the groups was with the intensity of opposition to the statement and with two groups who had a relatively high percentage who were undecided. Sixty-one per cent each of County Extension Chairmen and Associate County Extension Chairmen "disagreed" with the statement, compared to 60 per cent of the State Staff Specialists, 52 per cent of the Extension Farm Agents, and 49 per cent of the Extension Home Agents. County Extension Chairmen (32 per cent) led the "strongly disagree" response category, compared to 23 per cent of the Extension Farm Agents, 18 per cent of the State Staff Specialists, 15 per cent of the Associate County Extension Chairmen, and 12 per cent of the Extension Home Agents.

Fifteen per cent of the Extension Home Agents and 13 per cent of the Associate County Extension Chairmen were "undecided." The chi-square value of 29.67 indicated in the table denoted significant differences of opinion at the .05 level of confidence.

Statement 7. "The Extension Service responsibility to urban people should be confined primarily to assistance on agricultural matters, such as vegetable and landscape gardening, insect control, etc."

County Extension Chairmen (53 per cent) and Extension Farm Agents (38 per cent) "agreed" with the statement while the majority in the other three groups were opposed. Seventy per cent of the Extension Home Agents, 60 per cent of the State Staff Specialists, and 59 per cent of the Associate County Extension Chairmen "disagreed" with the statement, compared to only 42 per cent of the Extension Farm Agents and 34 per cent of the County Extension Chairmen. County Extension Chairmen and Extension Farm Agents led the "strongly agree" response category with 10 per cent and 9 per cent, respectively, with less than 1 per cent of the other three groups responding in a similar manner. The "strongly disagree" category was led by Extension Home Agents with only 12 per cent responding in this manner. A closer inspection of Table XVI also reveals that the highest group in the "undecided" category was Associate County Extension Chairmen with 13 per cent. The chi-square value of 90.00 verified the fact that the five respondent groups differed in their opinions relating to this statement when considered at the .005 level of confidence.

Statement 8. "The Extension Service should conduct more area-wide courses."

As shown in Table XVI, the majority in all groups had a positive reaction to this statement. A similar situation existed again, however, in that an unusually high percentage in all groups were undecided. Responses of 61 per cent, 60 per cent, 56 per cent, 55 per cent, and 54 per cent were received in the "agree" response category from Extension Farm Agents, State Staff Specialists, Associate County Extension Chairmen, County Extension Chairmen, and Extension Home Agents, respectively. State Staff Specialists (13 per cent) led the "strongly agree" category, while less than 3 per cent in all groups "strongly disagreed." Twenty-six per cent of the Associate County Extension Chairmen and 21 per cent of the Extension Home Agents were "undecided," compared to similar responses of 15 per cent, 12 per cent, and 11 per cent for State Staff Specialists, Extension Farm Agents, and County Extension Chairmen, respectively. The chi-square value of 39.73 denoted significant differences of opinion at the .01 level of confidence.

Statement 9. "The Extension Service does not adequately supply published materials to clientele."

All five groups had a negative reaction to this statement. However, as noted in Table XVI, a difference existed among the groups in their degree of opposition to the statement. Sixty-four per cent of the County Extension Chairmen "disagreed" with the statement. Similar responses of 57 per cent, 54 per cent, 50 per cent, and 45 per cent were obtained in the same response category for Associate County Extension Chairmen, Extension Home Agents, and State Staff Specialists, respectively.

Eighteen per cent of the Extension Farm Agents, 16 per cent of the State Staff Specialists, and 10 per cent of the County Extension Chairmen "strongly disagreed" with the statement, compared to 6 per cent each for Associate County Extension Chairmen and Extension Home Agents. Less than 10 per cent in all groups "strongly agreed" with the statement. Table XVI reflects a chi-square value of 29.45, which verified the fact that significant differences existed at the .05 confidence level.

Statement 10. "The Extension Service should consider decreasing the size of county staff members and using the money saved to hire more Auburn University Extension Specialists."

By inspection, Table XVI reveals that all groups were opposed to the statement and that four of the five groups "strongly disagreed" with it. "Strongly disagreeing" were 82 per cent of the County Extension Chairmen, 80 per cent of the Associate County Extension Chairmen, 77 per cent of the Extension Farm Agents, and 71 per cent of the Extension Home Agents, compared to only 29 per cent of the State Staff Specialists. Forty-eight per cent of the State Staff Specialists "disagreed" with the statement but were not as strong on their disagreement as the other groups. The "undecided" category was led by State Staff Specialists (15 per cent), while less than 4 per cent of the other four groups responded in this category. When considered at the .005 confidence level, a chi-square value of 99.91 indicated that significant differences did exist among the respondents in relation to this variable.

Statement 11. "The Extension Service image in your location is good. People look upon the organization as performing a worthwhile function."

There was a high percentage who reacted in a positive manner to this statement. Considering the two uppermost positive categories, 100 per cent of the County Extension Chairmen, 97 per cent of the Associate County Extension Chairmen, 94 per cent of the Extension Farm Agents, 93 per cent of the Extension Home Agents, and 84 per cent of the State Staff Specialists either "agreed" or "strongly agreed" with the statement. By inspection, Table XVI indicates that the major difference among the groups occurred in the intensity of agreement and with State Staff Specialists (9 per cent) who were in the "undecided" category. Seventy-five per cent of the County Extension Chairmen, 74 per cent of the Associate County Extension Chairmen, 71 per cent of the State Staff Specialists, and 66 per cent of the Extension Home Agents "agreed" with the statement, compared to 44 per cent of the Extension Farm Agents. The "strongly agree" category was led by Extension Farm Agents (50 per cent), compared to 27 per cent of the Extension Home Agents, 25 per cent of the County Extension Chairmen, 23 per cent of the Associate County Extension Chairmen, and only 13 per cent of the State Staff Specialists. The chi-square value of 69.17 considered at the .005 level indicated the existence of significant differences of opinion among the respondents.

Statement 12. "The Extension Service should give consideration to increased use of mass media (radio, TV, newspaper, etc.)."

All five groups reacted to this statement in the affirmative. An examination of Table XVI reveals that County Extension Chairmen (76 per cent) were highest in the "agree" response category, compared to 70 per cent of the Extension Home Agents, 67 per cent of the Extension Farm Agents, 66 per cent of the Associate County Extension Chairmen, and 65 per cent of the State Staff Specialists. State Staff Specialists (22 per cent) led the "strongly agree" category with lesser responses of 15 per cent, 12 per cent, 7 per cent, and 6 per cent, respectively, for Extension Farm Agents, Extension Home Agents, Associate County Extension Chairmen, and County Extension Chairmen. The highest group in the "undecided" category was Associate County Extension Chairmen (15 per cent) with less than 5 per cent in the other four groups responding in a similar manner. The chi-square value of 28.44 indicated in the table was not significant when considered at the .05 level of confidence.

Statement 13. "The Extension Service should seek to maintain control of groups that it organizes and assists in developing their operations (livestock association, marketing groups, commodity associations, etc.)."

Table XVI indicates that all groups were opposed to this statement. A closer inspection of the table revealed that a difference did occur among the groups in the intensity with which they expressed disagreement to the statement. County Extension Chairmen (51 per cent) led the "disagree" response category, compared to 47 per cent of the State Staff Specialists, 43 per cent each of the Associate County Extension Chairmen and Extension Farm Agents, and 32 per cent of the Extension

Home Agents. Seventeen per cent of the State Staff Specialists "strongly disagreed" to lead this category, compared to 8 per cent of the County Extension Chairmen who "strongly agreed." Another item of interest which accounted for differences among the groups was in the "undecided" category. Extension Home Agents (24 per cent) led this category with 21 per cent of the Associate County Extension Chairmen and 19 per cent of the State Staff Specialists with similar reactions, compared to only 6 per cent each for County Extension Chairmen and Extension Farm Agents in the same category. The chi-square value of 45.04 indicated that the five groups differed significantly in their opinions in relation to this variable when considered at the .005 level of confidence.

Statement 14. "The Extension Service needs more personnel in order to do a better job."

As shown in Table XVI, the five groups were pretty evenly divided on this statement. Extension Home Agents and Associate County Extension Chairmen tended to react in the affirmative, while the opposite was true for the other three groups. Sixty-one per cent of the Associate County Extension Chairmen and 54 per cent of the Extension Home Agents reacted in the "agree" and "strongly agree" categories. Forty-four per cent of the State Staff Specialists, 42 per cent of the County Extension Chairmen, and 37 per cent of the Extension Farm Agents reacted in the "disagree" and "strongly disagree" categories. A more accurate analysis of positive and negative reactions is hindered due to the high percentages who responded in the "undecided" category. Twenty-one per cent of the Extension Home Agents, 18 per cent of the Associate County

Extension Chairmen, 14 per cent of the Extension Farm Agents, 11 per cent of the State Staff Specialists, and 9 per cent of the County Extension Chairmen were "undecided" on this matter. The chi-square value of 22.71 indicates that the five groups were in general agreement on this variable, since the differences were not significant at the .05 level of confidence.

Statement 15. "The Extension Service should be doing many of the newer governmental services, such as those programs under the direction of the Office of Economic Opportunity, etc."

A higher percentage in four of the groups were opposed to the statement, while the greater portion of State Staff Specialists tended to agree with the statement. The highest responses were obtained in the "disagree" category. Thirty-five per cent of the Extension Farm Agents, 34 per cent of the State Staff Specialists, 30 per cent each of the County Extension Chairmen and Extension Home Agents, and 23 per cent of the Associate County Extension Chairmen responded in this category. The "agree" category was led by State Staff Specialists (37 per cent) with responses of 29 per cent, 23 per cent, 21 per cent, and 18 per cent in the same category for Associate County Extension Chairmen, Extension Home Agents, County Extension Chairmen, and Extension Farm Agents, respectively. County Extension Chairmen (29 per cent) led the "strongly disagree" category, with 23 per cent of the Extension Farm Agents, 18 per cent of the Associate County Extension Chairmen, 12 per cent of the Extension Home Agents, and 11 per cent of the State Staff Specialists responding in a similar manner. A high percentage

in the "undecided" category again prohibits a more accurate analysis of the data. Twenty-six per cent of the Extension Home Agents, 20 per cent of the Associate County Extension Chairmen, 13 per cent of the Extension Farm Agents, and 10 per cent each of the County Extension Chairmen and State Staff Specialists responded in this category. Table XVI reveals a chi-square value of 33.59, indicating significant differences of opinion existed at the .05 level of confidence.

Table Summary

An attempt was made in Table XVI to describe attitudes or opinions from the five groups regarding their perception on various variables relating to the Extension Service role, responsibility, and function. Specific statements in the table were designed for the purpose of determining respondent perception as related to: (1) Alabama's expanding industrial efforts, (2) structural arrangements to meet the needs of clientele, (3) the Extension Service obligation to the disadvantaged, (4) teaching methods to better reach clientele, (5) relationships with allied organizations, and (6) the Extension Service image as a worthwhile and helpful organization in the state.

Chapter VII will deal with a detailed summary of the data described in this table, as well as with the implications it offers to the Extension Service in Alabama. At this point the table is summarized in its simplest form to include the following observations.

1. There were only two statements in which a significant difference of opinion among the groups did not occur. These were statement twelve referring to the increased use of mass media, and statement fourteen referring to

the need for additional Extension Service personnel.

In both cases a positive reaction occurred.

2. There were seven statements in which the major portion of the five groups were together in a negative reaction, and in only four statements were they all together in positive reactions.
3. In most cases where differences of opinion existed, it was either County Extension Chairmen, Extension Farm Agents, and State Staff Specialists opposed to Associate County Extension Chairmen and Extension Home Agents, or county personnel opposed to State Staff Specialists. On two statements, County Extension Chairmen expressed a different opinion than did the other groups.
4. Generally, County Extension Chairmen and Extension Farm Agents tended to view the statements in a similar manner, as was the case with Associate County Extension Chairmen and Extension Home Agents. State Staff Specialists were not consistently allied in their reactions with any other specific group.

CHAPTER VII

SUMMARY, CONCLUSIONS, AND IMPLICATIONS

The major problem in this study was to determine the perceptual views of selected county officials and Extension agents regarding the extent to which uniformity or differences of opinion existed with reference to future Extension programs, objectives and mission. This information was sought in order to provide a suggested course of action for the Extension administration in Alabama to follow in order to more effectively reach clientele in the immediate years ahead.

Two major objectives were involved:

1. To determine the perceptions of Extension agents and selected relevant county officials toward the Extension Service in Alabama with regard to:
 - a. Familiarity with the thirteen major areas of Extension work in Alabama and opinions relating to future manpower resource allocations within the major areas of work.
 - b. The present Extension Service involvement and future obligation to urban and rural clientele.
 - c. The Extension Service role, responsibility, and function in the future as related to:
 - (1) Alabama's expanding industrial efforts.
 - (2) Structural arrangements to meet the needs of clientele.

- (3) Obligation to the disadvantaged.
- (4) Teaching methods to better reach clientele.
- (5) Relationships with allied organizations.
- (6) The Extension Service image as a worthwhile and helpful organization in Alabama.

2. To determine the perceptions within Extension agent personnel categories toward the Extension Service in Alabama with regard to:

- a. Familiarity with the thirteen major areas of Extension work in Alabama and opinions relating to future manpower resource allocations within the major areas of work.
- b. The present Extension Service involvement and future obligation to urban and rural clientele.
- c. The Extension Service role, responsibility and function in the future as related to:
 - (1) Alabama's expanding industrial efforts.
 - (2) Structural arrangements to meet the needs of clientele.
 - (3) Obligation to the disadvantaged.
 - (4) Teaching methods to better reach clientele.
 - (5) Relationships with allied organizations.
 - (6) The Extension Service image as a worthwhile and helpful organization in Alabama.

SUMMARY OF FINDINGS

The findings of this study were summarized by major sections of the study as follows:

Major Areas of Extension Work

1. Improving Farm Income

- a. County Commission Chairmen and Extension Council Presidents related a higher degree of familiarity with this area of work than did Extension Agents as a group. All three groups placed a high priority of importance on Improving Farm Income. County Commission Chairmen and Extension Agents felt that the Extension Service was presently spending sufficient time in this area of work while the Extension Council Presidents were of the opinion that more time was needed.
- b. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with this area of work than were Associate County Extension Chairmen and Extension Home Agents. In a similar manner, all five groups placed a high priority of importance on this particular area of work. County Extension Chairmen and Extension Farm Agents favored spending more time in the future on Improving Farm Income than did Associate County Extension Chairmen, Extension Home Agents, and State Staff Specialists.

2. Marketing, Utilization, Distribution, and Farm Supply

a. County Commission Chairmen and Extension Council

Presidents were more familiar with this area of work than were Extension Agents as a group. These two groups also placed a higher degree of importance on Marketing, Utilization, Distribution, and Farm Supply than did Extension Agents. By contrast, Extension Council Presidents and Extension Agents felt that more time should be spent in the future in this area of work than did County Commission Chairmen.

b. The data reviewed in the study substantiate the fact that County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with this area of work than were Associate County Extension Chairmen and Extension Home Agents. These three groups also were of the opinion that a higher priority of importance should be placed on the area of work than that expressed by the Associate County Extension Chairmen and Extension Home Agents. In a similar manner, they also viewed this area of work as needing more future manpower emphasis than did the Associate County Extension Chairmen and Extension Home Agents.

3. International Programs

a. The data revealed that County Commission Chairmen, Extension Council Presidents, and Extension Agents were not familiar with this area of work. All three groups placed

International Programs in the lowest category of importance. They were unanimous in their opinions that the same amount of time as is presently being spent should be allocated to this area in the future.

- b. County Extension Chairmen were only slightly familiar with this area of work but yet were more familiar with it than were Associate County Extension Chairmen, Extension Farm Agents, Extension Home Agents, and State Staff Specialists. All five Extension agent groups placed International Programs in the lowest category of program importance. Four of the groups felt that this area of work should receive the same amount of emphasis in the future as is the case at the present with the Associate County Extension Chairmen favoring less time in the future.

4. Food and Nutrition

- a. County Commission Chairmen and Extension Agents were more familiar with this area of work than were the Extension Council Presidents. Extension Agents rated Food and Nutrition in the highest category of importance, while County Commission Chairmen and Extension Council Presidents favored a medium degree of importance. In a similar manner, Extension Agents felt that more of Extension's manpower resources should be devoted to this area of work, while County Commission Chairmen and Extension Council Presidents felt that the Extension Service was presently spending a sufficient amount of time in this area.

- b. Associate County Extension Chairmen and Extension Home Agents were more familiar with Food and Nutrition than were County Extension Chairmen, Extension Farm Agents, and State Staff Specialists. All five Extension agent groups were at least fairly familiar with this area of work. Associate County Extension Chairmen and Extension Home Agents placed the area of work in higher categories of importance than did County Extension Chairmen, Extension Farm Agents, and State Staff Specialists. In a similar manner, Associate County Extension Chairmen and Extension Home Agents were in favor of devoting more time in the future to Food and Nutrition than were the other three groups.

5. Safety and Emergency Preparedness

- a. County Commission Chairmen and Extension Council Presidents indicated a higher degree of familiarity with this area of work than did Extension Agents. The majority in all three groups placed Safety and Emergency Preparedness in a low category of importance and favored spending the same amount of time on the area of work in the future as is presently being spent.
- b. County Extension Chairmen, Associate County Extension Chairmen, Extension Farm Agents, and Extension Home Agents were more familiar with this area of work than were the State Staff Specialists. The majority in these four groups were only fairly familiar with Safety and Emergency

Preparedness. All groups except Extension Home Agents placed the area of work in the lowest category of importance. In a similar manner, all groups except the Extension Home Agents favored spending the same amount of time on this area of work in the future.

6. 4-H Youth Development

- a. The majority of all County Commission Chairmen, Extension Council Presidents, and Extension Agents indicated a full degree of familiarity with 4-H Youth Development. All three groups placed the area of work in the highest category of importance. Extension Agents favored spending more time on this area of work in future years than did County Commission Chairmen and Extension Council Presidents.
- b. In a similar manner, County Extension Chairmen, Associate County Extension Chairmen, Extension Farm Agents, Extension Home Agents, and State Staff Specialists related a high degree of familiarity with this area of work. These groups also placed 4-H Youth Development in a high category of importance and expressed the opinion that more time should be spent on the area of work in the future.

7. Improved Family Living

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents all indicated a high degree of familiarity with the Improved Family Living area of Extension work. Extension Agents and Extension Council Presidents placed a higher order of importance on the area of

work than did County Commission Chairmen. Also, Extension Agents were of the opinion that additional Extension resources were needed in this area of work for the years ahead whereas the County Commission Chairmen and Extension Council Presidents tended to favor the same amount of time in the future as is presently being spent.

- b. Associate County Extension Chairmen and Extension Home Agents were more familiar with Improved Family Living than were County Extension Chairmen, Extension Farm Agents, and State Staff Specialists. All groups placed the area of work in the highest category of importance. As expected, Associate County Extension Chairmen and Extension Home Agents favored more time on this area of work in the future than did the other Extension agent groups.

8. Community Development

- a. County Commission Chairmen and Extension Council Presidents related a higher degree of familiarity with Community Development than did Extension Agents. All three groups placed the area of work in the medium category of importance and in a similar manner, all felt that the same amount of time should be spent on the area of work in the future years.
- b. County Extension Chairmen were more familiar with Community Development than were any of the other four Extension agent groups. All five groups placed this area of work in the medium category of importance. A higher

percentage of Extension Home Agents felt that more time was needed on the area of work in the future than did the other four groups.

9. Forestry Production and Marketing

- a. County Commission Chairmen and Extension Council Presidents displayed a higher degree of familiarity with Forestry Production and Marketing than did Extension Agents. All three groups placed this area of work in the medium category of importance and in a similar manner were unanimous with their expressions of spending the same amount of time on the area of work in the future.
- b. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with Forestry Production and Marketing than were Associate County Extension Chairmen and Extension Home Agents. These same three groups placed the area of work in the medium category of importance, while Associate County Extension Chairmen and Extension Home Agents tended to favor a lower category of importance. In a similar manner, County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were of the opinion that more time should be spent on the area of work in the future than that expressed by Associate County Extension Chairmen and Extension Home Agents.

10. Soil and Water Conservation

- a. County Commission Chairmen and Extension Council Presidents were again more familiar with this area of work than were

Extension Agents. A medium level of importance was placed on the area of work by all three groups. The majority favored spending the same amount of time on Soil and Water Conservation in the future.

- b. As with many of the other areas of work, County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with this particular area of work than were Associate County Extension Chairmen and Extension Home Agents. Again, a medium level of importance was placed on the area of work by the majority in all five Extension agent groups. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were of the opinion that the same amount of time should be spent on the area of work in the future, whereas Associate County Extension Chairmen and Extension Home Agents tended to favor less time emphasis.

11. Recreation, Wildlife, and Natural Beauty

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were all only fairly familiar with this area of Extension work. The majority in all groups placed the area of work in the lowest category of importance. County Commission Chairmen and Extension Agents favored spending the same amount of time on the area of work in the future, while Extension Council Presidents tended to favor less future time emphasis.

- b. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were again more familiar with this area of work than were Associate County Extension Chairmen and Extension Home Agents. State Staff Specialists, Extension Farm Agents, and Extension Home Agents placed the area of work in a medium category of importance, while County Extension Chairmen and Associate County Extension Chairmen tended to favor a lower category. County Extension Chairmen, Extension Farm Agents, Extension Home Agents, and State Staff Specialists were of the opinion that the same amount of time should be spent in the future as Recreation, Wildlife, and Natural Beauty, while the Associate County Extension Chairmen favored spending less time.

12. Resource Protection

- a. County Commission Chairmen and Extension Council Presidents were together again in their higher degree of familiarity with this area of work than the Extension Agents. A low level of importance was placed on Resource Protection by all three groups. All groups favored spending the same amount of time on this area of work in the future.
- b. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists were more familiar with this area of work than were Associate County Extension Chairmen and Extension Home Agents. Associate County Extension Chairmen placed the area of work in the medium category of

importance while the other four groups tended to favor a lower category of importance. All groups expressed the opinion that the same amount of time should be spent on Resource Protection in the future.

13. Program Leadership and Administrative Support

- a. County Commission Chairmen and Extension Council Presidents were more familiar with this area of work than were Extension Agents. All three groups placed Program Leadership and Administrative Support in a medium category of importance and favored spending the same amount of time on the area of work in the future.
- b. Extension Home Agents were less familiar with this area of work than were the other four Extension agent groups. All five groups viewed the area of work in the medium category of importance. In a similar manner, all groups were of the opinion that the same amount of time should be spent on this area of work in the future as is presently being spent.

Farm Audience Categories

1. Large Commercial Farmers

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were all of the opinion that the Extension Service was spending some time with Large Commercial Farmers. The three groups also felt that same amount of time should be spent in the future with this clientele as is presently being spent.

- b. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists indicated that some time was presently being spent with Large Commercial Farmers. A large percentage of Associate County Extension Chairmen and Extension Home Agents did not have an opinion on the matter, and those who did respond were of the opinion that the Extension Service is presently spending a smaller amount of time than that expressed by the other three groups. Regarding future time emphasis, County Extension Chairmen, Extension Farm Agents, and State Staff Specialists favored spending the same amount of time in the future with this clientele as the present. The high percentage of Associate County Extension Chairmen and Extension Home Agents who responded in the no opinion category prohibited an accurate analysis of their reaction to this farmer group.

2. Average Size Family Farmers

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were together in their opinions that the Extension Service presently spends a great deal of time with this clientele group. Extension Council Presidents and Extension Agents felt that some additional time should be spent with these farmers in the future, while County Commission Chairmen were of the opinion that no additional manpower resources should be allocated.

- b. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists indicated that the Extension Service was presently spending a great deal of time with this clientele group, while the Associate County Extension Chairmen and Extension Home Agents had a high percentage who had no opinion on the matter. Those Associate County Extension Chairmen and Extension Home Agents who did respond felt that less time was being spent than that expressed by the other Extension agent groups. County Extension Chairmen and Extension Farm Agents tended to favor more time in the future with these farmers than did the other three groups.

3. Small Subsistence Farmers

- a. A majority of the County Commission Chairmen, Extension Council Presidents, and Extension Agents were of the opinion that the Extension Service was presently spending some time with this clientele group. Extension Agents favored spending more time with these farmers in the future than did County Commission Chairmen and Extension Council Presidents.
- b. The major portion of all five Extension agent groups felt that the Extension Service was spending some time with these farmers. County Extension Chairmen favored spending the same amount of time with this clientele group in the future, while Associate County Extension Chairmen, Extension Farm Agents, Extension Home Agents, and State

Staff Specialists felt that some more time was needed. Again, a high percentage of Associate County Extension Chairmen and Extension Home Agents had no opinion on the matter.

4. Part-time Farmers

- a. Extension Agents were of the opinion that the Extension Service spends more time with this clientele group than that expressed by County Commission Chairmen and Extension Council Presidents. Regarding future time emphasis with Part-time Farmers, Extension Agents favored spending more time with this farmer group than did County Commission Chairmen and Extension Council Presidents who felt that the same amount of time should be spent in the future.
- b. All Extension agent groups tended to have the opinion that the Extension Service presently spends some time with these farmers. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists had a higher response with this indication. County Extension Chairmen, Extension Farm Agents, and State Staff Specialists felt that the same amount of time should be spent in the future with this clientele group. The high percentage of Associate County Extension Chairmen and Extension Home Agents responding in the no opinion category prohibited a more accurate analysis on their reaction to this matter.

Family Audience Categories

1. Rural Farm Families

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were unanimous in their opinions that the Extension Service presently spends a great deal of time with this clientele group. Extension Council Presidents and Extension Agents expressed the viewpoint that more time should be spent in the future with these families, compared to County Commission Chairmen who felt that the same amount of time as that presently being spent was adequate for the future.
- b. The greater portion in each of the five Extension agent groups was of the opinion that the Extension Service presently spends a great deal of time with Rural Farm Families. County Extension Chairmen and Extension Farm Agents favored spending a great deal more time with these families than did Associate County Extension Chairmen, Extension Home Agents, and State Staff Specialists.

2. Rural Non-Farm Families

- a. County Commission Chairmen expressed the opinion that the Extension Service was presently spending a great deal of time with Rural Non-Farm Families, whereas Extension Council Presidents and Extension Agents felt that a lesser amount of time was presently being spent. Extension Agents were in favor of spending more time in the future with these families than that expressed by County

Commission Chairmen and Extension Council Presidents.

- b. Associate County Extension Chairmen and Extension Home Agents felt that the Extension Service was presently spending more time with this clientele group than did the County Extension Chairmen, Extension Farm Agents, and State Staff Specialists. In a similar manner, Associate County Extension Chairmen and Extension Home Agents favored more time in the future with these families than did the other three Extension agent groups.

3. Town and Village Families

- a. County Commission Chairmen were of the opinion that the Extension Service presently spends more time with Town and Village Families than that expressed by Extension Council Presidents and Extension Agents. Extension Agents favored spending more time in the future with these families than did County Commission Chairmen and Extension Council Presidents.
- b. All five Extension agent groups expressed the opinion that the Extension Service presently spends some time with Town and Village Families. State Staff Specialists and Extension Home Agents felt that more time should be spent in the future with these families than that expressed by County Extension Chairmen, Associate County Extension Chairmen, and Extension Farm Agents.

4. Urban and City Families

- a. County Commission Chairmen, Extension Council Presidents,

and Extension Agents felt that the Extension Service was spending very little time with Urban and City Families. County Commission Chairmen and Extension Council Presidents shared this viewpoint stronger than did Extension Agents. Extension Agents favored spending more time in the future with this clientele group than did County Commission Chairmen and Extension Council Presidents.

- b. Associate County Extension Chairmen and Extension Home Agents expressed the opinion that the Extension Service presently spends "some" time with these families, whereas County Extension Chairmen, Extension Farm Agents, and State Staff Specialists believed the organization to be spending "not much" time in this area. State Staff Specialists and Extension Home Agents favored the allocation of additional Extension resources to these families in the future contrasted to County Extension Chairmen, Associate County Extension Chairmen, and Extension Farm Agents, who tended to favor no change in resource allocation.

Role Perceptions

1. Alabama's Expanding Industrial Efforts

- a. County Commission Chairmen and Extension Council Presidents were of the opinion that the Extension Service could not justify spending a great deal of time on programs relating to industrial development whereas Extension Agents as a group expressed the opposite opinion.

- b. In a similar manner, Associate County Extension Chairmen and Extension Home Agents also felt that the organization could not justify spending a great deal of time and effort to the field of industrial development contrasted to County Extension Chairmen, Extension Farm Agents, and State Staff Specialists who felt that the organization could justify this time and effort.

2. Structural Arrangements to Meet the Needs of Clientele

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were not in favor of reorganizing county programs into combined area or multi-county arrangements. Neither were they in favor of reducing the size of county staff units in order to provide additional funds to hire more Extension specialists. All three groups tended to agree that more personnel were needed by the Extension Service in order to do a better job of serving clientele in the state.

County Commission Chairmen, Extension Council Presidents, and Extension Agents were not in favor of structural re-arrangements to better serve urban and sub-urban clientele at the expense of reduced services to rural farm families. In a similar manner, County Commission Chairmen and Extension Council Presidents felt that the structural arrangements of the Extension Service should be such so as to provide only services related to agricultural matters to urban clientele. Extension Agents

differed, implying that their obligation to urban families was not limited to the bounds of agriculture. County Commission Chairmen and Extension Agents were of the opinion that structural re-arrangements should be made by the Extension Service in order to provide additional resources for developing programs for urban youth, whereas Extension Council Presidents took the opposite viewpoint.

- b. The major portion in all five Extension agent groups were opposed to the proposition of reorganizing county programs into combined area or multi-county arrangements. In a similar manner, all five groups were opposed to the idea of reducing the size of county staff units in order to employ more Extension specialists, although State Staff Specialists tended to be less opposed to this than did the other groups. Associate County Extension Chairmen and Extension Home Agents were the only groups who felt that more Extension personnel were needed by the organization in order to render better service to clientele.

All groups were opposed to the proposition of structural re-arrangements in order to better serve urban and suburban clientele at the expense of emphasis in agricultural areas. County Extension Chairmen and Extension Farm Agents felt that the organization's structure should be such so as to provide only assistance to urban clientele in the areas of agricultural matters, whereas Associate County Extension Chairmen, Extension Home

Agents, and State Staff Specialists were of the opposite opinion. All groups felt that structural re-arrangements were needed in order to provide additional resources to programs for urban youth.

3. Obligation to the Disadvantaged

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were all opposed to the proposition of the Extension Service reallocating the money and manpower now being used into programs designed to help the disadvantaged. County Commission Chairmen were strongest in their opposition to this matter and were followed closely by Extension Council Presidents and Extension Agents in that order.
- b. In a similar manner, the major portion of the County Extension Chairmen, Associate County Extension Chairmen, Extension Farm Agents, Extension Home Agents, and State Staff Specialists were equally opposed to the reallocation of Extension funds to help the disadvantaged. County Extension Chairmen, Associate County Extension Chairmen, and State Staff Specialists expressed a stronger opinion on this matter than did the Extension Farm Agents and Extension Home Agents.

4. Teaching Methods to Better Reach Clientele

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were together in their agreement that the Extension Service should conduct more area-wide

shortcourses in the future. Extension Council Presidents and Extension Agents favored the increased use of mass media, compared to County Commission Chairmen who were undecided about this question. All three groups were of the opinion that the Extension Service presently supplies an adequate amount of published materials to clientele.

- b. All Extension agent groups felt that the Extension Service should conduct more area-wide shortcourses. In a similar manner, they were all of the opinion that the Extension Service should give consideration to the increased use of mass media in future years. All groups also felt that the Extension Service adequately supplied published materials to clientele.

5. Relationships with Allied Organizations

- a. County Commission Chairmen, Extension Council Presidents, and Extension Agents were all opposed to the proposition of the Extension Service maintaining control over those groups that it organizes and assists in the development of their operations. The three groups were also in agreement that the Extension Service should not be in charge of many of the newer governmental agencies with similar objectives to the Extension Service. Extension Council Presidents felt that the Extension Service should concentrate its efforts on helping farmers improve their efficiency in producing marketable farm commodities and leave other matters, such as health, career guidance, recreation, etc.

to other educational institutions. County Commission Chairmen and Extension Agents had the opposite viewpoint, indicating that the Extension Service did have educational obligations in these areas.

- b. In a similar manner, all Extension agent groups were opposed to the Extension Service maintaining control over those groups that it organizes and assists in the development of their operations. All groups except State Staff Specialists felt that the Extension Service should not have direct responsibility over many of the newer governmental agencies with similar goals and objectives to that of the Extension Service. All five groups expressed the opinion that the Extension Service did have educational responsibilities outside the traditional bounds of rural agricultural production.

6. The Extension Service Image as a Worthwhile and Helpful Organization in Alabama

- a. Strong agreement existed among County Commission Chairmen, Extension Council Presidents, and Extension Agents to the effect that the Extension Service image was good and that people look upon the organization as performing a worthwhile function in Alabama.
- b. The five Extension agent groups had a similar reaction. All groups were in agreement that the Extension Service image was good and that people look upon the organization as performing a worthwhile function. County Extension

Chairmen reacted with a stronger affirmative response to this matter, while State Staff Specialists were not as positive on the question as the other groups.

CONCLUSIONS AND IMPLICATIONS

Based on the interpretation of data presented in this study, the following conclusions are made on the basis of the objectives set forth in the study. These conclusions represent data from the combined reactions of County Commission Chairmen, Extension Council Presidents, and the five major Extension agent position categories as interpreted by the researcher.

The reader is reminded that two methods were employed in this study for the purpose of data collection. County Commission Chairmen and Extension Council Presidents responded to a personal interview schedule, whereas Extension Agents reacted to a mailed questionnaire. Other than the demographic information which was necessarily different, all respondents reacted to identical questions. It is the opinion of the author of this research that County Commission Chairmen and Extension Council Presidents who responded to the personal interview tended to view those questions relating to Extension program familiarity in a more generalized frame of reference than did the Extension agents who tended to react more specifically to the familiarity questions. This accounts, at least to some extent, for the wide range of opinions between these groups.

A review of the data in the study supports the following conclusions and implications:

1. The findings revealed a wide variation of opinions among the respondents. There were very few items of consideration in which a significant difference of opinion did not exist.
2. Categories of agreement were noted consistently throughout the study. County Extension Chairmen and Extension Farm Agents tended to share similar viewpoints on most of the variables. The same situation existed with Associate County Extension Chairmen and Extension Home Agents. State Staff Specialists were not consistently allied with any other group in their responses. County Commission Chairmen and Extension Council Presidents held similar viewpoints on most items considered in the study.
3. The findings suggest that most respondents view the Extension Service in future years in the traditional role of agriculture, home economics, and 4-H Club work. State Staff Specialists were the only respondent group who tended to depart significantly from this viewpoint, implying that the organization in the future should assume a broader role in its service to clientele. County Commission Chairmen and Extension Council Presidents were the two strongest groups favoring the traditional role.
4. Male Extension agents -- County Extension Chairmen, Extension Farm Agents, and most State Staff Specialists -- were more fully familiar with those areas of Extension work that relate to agriculture. Accordingly, female Extension agents -- Associate County Extension Chairmen and Extension Home

Agents -- were more fully familiar with those areas of work that relate to home economics. Considering these two group divisions, it appears that a gap existed between the groups as to what the other was doing, thereby hindering total staff unity toward overall Extension objectives.

5. Considering all respondents, the data substantiate the fact that County Extension Chairmen possessed the highest degree of knowledge about those items in the study relating to familiarity of Extension programs, whereas the Extension Home Agents displayed the least knowledge in these areas.
6. The findings revealed that the two respondent groups reacting most frequently in the "no opinion" category were Associate County Extension Chairmen and Extension Home Agents, implying a lack of sufficient knowledge in many areas of Extension Service operations required for adequate responses to the items under consideration.
7. The study noted numerous areas in which County Commission Chairmen and Extension Council Presidents seemed unfamiliar with present Extension Service operations. The conclusion is drawn that a planned public relations program is needed on the part of the Extension Service with these two groups in order to better acquaint them with overall Extension programs.
8. The study obtained from the respondents' opinions about an order of importance of the thirteen major areas of Extension work. Based on their responses, the following categories of importance represent an approximation of their expressions on

the allocation of Extension manpower resources in the future:

a. High Importance

- (1) Improving Farm Income
- (2) Marketing, Utilization, Distribution, and
Farm Supply
- (3) Food and Nutrition
- (4) 4-H Youth Development

b. Medium Importance

- (1) Program Leadership and Administrative
Support
- (2) Improved Family Living
- (3) Community Development
- (4) Resource Protection
- (5) Forestry Production and Marketing

c. Low Importance

- (1) International Programs
- (2) Safety and Emergency Preparedness
- (3) Soil and Water Conservation
- (4) Recreation, Wildlife, and Natural Beauty

9. The study also obtained an indication of future manpower emphasis with farmer groups. The implications, based on the opinions revealed in the study, suggest that the Extension Service should spend about the same amount of time in the future as is presently being spent with (1) large commercial farmers and (2) part-time farmers. More time in the future than is presently being spent was implied for (1) average

size family farmers, and (2) small subsistence farmers.

10. In a similar manner, the opinions suggest that more time should be spent in the future with rural farm families and about the same amount of time with (1) rural non-farm families, (2) town and village families, and (3) urban and city families.
11. Data obtained in the study support in part the Extension Service role in industrial development. The conclusion is drawn that there is some sentiment for efforts in this area, provided that County Commission Chairmen and Extension Council Presidents are better informed of Extension's efforts in this area and assured that manpower allocations to industrial development do not hinder the Extension Service role in the agricultural sector.
12. The findings imply that there is substantial support for additional resources in developing programs for urban youth.
13. There was strong sentiment displayed for maintaining Extension agents primarily in county units. Area or multi-county staffing arrangements apparently represented a new concept to the staff, and at that point in time there was considerable skepticism about the ramifications of such a staffing pattern to the organization and to the relationships among the individuals who comprised the staff. Reactions to changes in the size or character of the specialist staff in relation to county staffs were much the same. They did not feel that additional specialists should be hired at the expense of county units.

14. The study supported the general idea that any funds to increase emphasis for programs designed to assist the disadvantaged should come from new revenues and not those already allocated to other clientele categories.
15. Data obtained in the study implied a feeling that the Extension Service should not seek to maintain control over those groups that it organizes and assists in the development of their operations.
16. The findings suggest strongly areas of opportunity within the Extension Service for in-service training of agents. Based on a review of the data, the major area of training need lies within a better understanding of the Extension Service's role and responsibilities in the thirteen major areas of Extension work in Alabama and to future trends in programs and organization. Programs of change should be strongly reinforced with training to keep agents and specialists informed. Changes in value structures are most often necessary for implementing such activities, and factual knowledge helps.
17. The strongest area of agreement in the study was the fact that the image of the Extension Service in Alabama was good and that people look upon the organization as performing a worthwhile service to the people in the state. Positive steps should be taken to maintain this image.

This study dealt with broad areas of investigation into role perception of the Extension Service in Alabama. It concludes with the full realization that many unanswered questions remain. Additional research

of a more specific nature is needed into many of the areas left untouched by this research. Specific research is needed with urban audiences, for example, to explore questions in relation to their perceptions toward the Extension Service, its function and roles. The fact remains, however, that people's perceptions and attitudes are largely shaped by the cultural context in which they live and their response to the conditions with which they are faced. It behooves the Extension Service, consequently, to be cognizant of the steps it must take to sharpen its image within the organization and among its constituents.

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APPENDIX

APPENDIX A

LETTER SENT TO ALL ACADEMIC EXTENSION WORKERS

March 8, 1971

TO: All Academic Extension Workers

Dear Co-Workers:

The attached questionnaire relates to a study I am doing in Alabama. The study is concerned with gathering opinions from you and others on program emphasis in Extension during the decade of the seventies. It will serve a two-fold purpose of first, providing the administration a combined report of your feelings about the direction we should be moving in the years ahead, and secondly, the study will meet a requirement I have in graduate school at Louisiana State University.

In addition to our own Extension group, we will be asking similar questions of County Extension Council Presidents and County Commission Chairmen. These people will be selected on a random basis and personally interviewed by the District Program Specialist who works in your district.

The questionnaire is rather lengthy. Please take sufficient time to give each question serious consideration. Your individual responses will be handled in a confidential manner. Upon completion of the study, I will be happy to share with you the final report if desired.

I would like very much to have the questionnaire returned to me not later than April 15.

Thank you very much!

Sincerely,

/s/ Oscar Strickland

Oscar Strickland
District Program Specialist

OS/mb

Attachment

APPENDIX B

DEMOGRAPHIC INFORMATION - COOPERATIVE EXTENSION EMPLOYEES

Questionnaire No. _____

Date _____

1. How long have you been employed by the Alabama Cooperative Extension Service? (To the nearest year)...Years _____
2. a. Have you ever been employed by the Extension Service in another state?.....Yes _____
No _____
b. If yes, in what state or states and for how long?
State(s) _____
3. What position do you presently hold in Extension? (Check only one).....
 - a. County Extension Chairman _____
 - b. Associate County Extension Chairman _____
 - c. Extension Farm Agent _____
 - d. Extension Home Agent _____
 - e. District Supervisory Team _____
 - f. State Staff Subject Matter Specialist _____
 - g. Division Chairman _____
 - h. Other, Specify _____
4. How long have you been employed in your present position?.....Years _____

5. What position(s) have you held in Extension?
(Check all that apply).....
- a. County Extension Chairman _____
 - b. Associate County Extension Chairman _____
 - c. Extension Farm Agent _____
 - d. Extension Home Agent _____
 - e. District Extension Chairman _____
 - f. Associate District Extension Chairman _____
 - g. Division Chairman _____
 - h. Subject Matter Specialist _____
 - i. Program Specialist _____
 - j. Other(s), Specify _____
6. Which of the following degrees do you hold?
(Check all that apply).....
- a. B.S. or Equivalent _____
 - b. M.S. or Equivalent _____
 - c. Ph.D. or Ed.D. _____
 - d. Other, Specify _____
7. Are you male or female?.....Male _____
Female _____
8. What was your age on your last birthday?.....Years _____
9. Are you white or non-white?.....White _____
Non-white _____
10. For County Personnel Only:
- Within what Extension District are you located?
(Check only one).....
- a. District I _____
 - b. District II _____
 - c. District III _____
 - d. District IV _____

APPENDIX C

INTERVIEW SCHEDULE

DEMOGRAPHIC INFORMATION - COUNTY EXTENSION COUNCIL PRESIDENTS

Questionnaire No. _____
Date _____

1. a. How long have you been serving as president
of your County Extension Council including
this year?.....Years _____
b. Did you hold any other office on the Council
before being elected president?.....Yes _____
No _____
2. What do you consider your main and secondary
occupations?
a. Main occupation _____
b. Secondary occupation _____
3. a. What was your age on your last birthday?.....Years _____
b. Are you male or female?.....Male _____
Female _____
4. To what degree do you feel that your activities involve
you in agriculture and/or rural life? (Check only one)
a. Very High _____
b. High _____
c. Moderate _____
d. Low _____
e. Very Low _____
5. a. Which of the following degrees do you hold?
(Check all that apply)....a. High School Diploma _____
b. Jr. College Degree _____
c. Four Year College Degree _____
d. Master's or above _____
e. None of the above _____
b. If c or d, what was your college major? _____

6. Are you white or non-white?.....White _____
Non-white _____

7. Please list not more than ten of the most important organizations to which you belong and indicate any offices you may hold in these organizations.

<u>Organization</u>	<u>Offices Held</u>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

8. Which one of the following areas would you say that you have the most interest in on your Extension Council?

(Check only one).....a. Agriculture _____
b. Home Economics _____
c. 4-H Youth Work _____
d. Resource Development _____
e. Other, Specify _____

9. Approximately how long have you known your County Extension Chairman? (Estimate to the nearest year)
Associate County Chairman?.....a. County Extension

Chairman Years _____

b. Associate County Extension Chairman Years _____

10. a. Have you ever been employed in any capacity with the Extension Service?.....Yes _____
No _____

b. If yes, in what capacity? _____

APPENDIX D

INTERVIEW SCHEDULE

DEMOGRAPHIC INFORMATION - COUNTY COMMISSION CHAIRMEN

Questionnaire No. _____

Date _____

1. How long have you been serving as Chairman of your County Governing Body including this year?.....Years _____
 - a. Did you serve on the board before your election as Chairman?.....Yes _____
No _____
 - b. If yes, for how many years?.....Years _____
2. What do you consider your main and secondary occupations?
 - a. Main occupation _____
 - b. Secondary occupation _____
3. a. Which of the following degrees do you hold? (Check all that apply)...
 - a. High School Diploma _____
 - b. Jr. College Degree _____
 - c. Four Year College Degree _____
 - d. Master's or above _____
 - e. None of the above _____
 - b. If c or d, what was your college major? _____
4. a. What is your marital status? (Check only one)
 - a. Married _____
 - b. Single _____
 - c. Other _____
 - b. What was your age on your last birthday?.....Years _____
 - c. Where do you live? (Check only one)
 - a. On a farm _____
 - b. In the country but not on a farm _____
 - c. In town _____

5. To what degree do you feel that your activities involve you in agriculture and/or rural life?

(Check only one).....a. Very High
b. High
c. Moderate
d. Low
e. Very Low

6. Please list not more than ten of the most important organizations to which you belong and indicate any offices you may hold in these organizations.

<u>Organization</u>	<u>Offices Held</u>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

7. Are you white or non-white?.....White _____
Non-white _____

8. Have you ever been employed in any capacity with the Extension Service?.....Yes _____
No _____

9. How long have you known about the work of your county Extension Service? (Estimate to the nearest year).....Years _____

10. When you compare your county Extension Service with other county departments that you deal with, how would you rate its effectiveness in helping the people of your county? (Check only one).....a. Most helpful agency _____
b. Above average helpful agency _____
c. Average helpful agency _____
d. Least helpful agency _____
e. No opinion _____

APPENDIX E

QUESTIONNAIRE SENT TO ALL ACADEMIC EXTENSION WORKERS

11. There are at least thirteen areas of emphasis for Extension work in the United States. All of these programs are underway in Alabama. Please indicate by placing an "x" in the appropriate column the degree to which you feel that you are familiar with these areas of work. (Check only one degree of familiarity for each area of Extension work.)

Area of Extension Work	Degree of Familiarity			
	Full	Fair	Slight	Not Familiar
1. <u>Improving Farm Income</u> (Helping farmers at all income levels to make more profit in their operations)				
2. <u>Marketing, Utilization, Distribution, and Farm Supply</u> (Assisting farmers and marketing firms in the economical marketing of farm products and the securing of supplies at an economical cost to the farmer)				
3. <u>International Programs</u> (Training of foreign Extension personnel and also assisting other countries establish effective Extension programs)				
4. <u>Food and Nutrition</u> (Assisting farmers in the production of food and homemakers in the preparation of wholesome family diets)				
5. <u>Safety and Emergency Preparedness</u> (Assisting people with information relating to safe living conditions and measures to take in times of disaster)				
6. <u>4-H Youth Development</u> (Guidance to young people ages 9-19 in their development into worthwhile productive adult citizens)				

Area of Extension Work	Degree of Familiarity			
	Full	Fair	Slight	Not Familiar
7. <u>Improved Family Living</u> (Assistance to families in money management, use of credit, economic outlook, efficient use of time and energy, clarifying goals, etc.)				
8. <u>Community Development</u> (Assistance to community leaders in the social and economic development of their communities)				
9. <u>Forestry Production and Marketing</u> (Assistance to land-owners and marketing firms in improving lumber production and marketing)				
10. <u>Soil and Water Conservation</u> (Educational programs designed to preserve soil and water)				
11. <u>Recreation, Wildlife, and Natural Beauty</u> (Educational programs relating to the development of recreational enterprises, wildlife conservation and development and the protection of nature)				
12. <u>Resource Protection</u> (Increased citizen understanding of and participation in public issues affecting natural resources and the environment to include pollution control)				
13. <u>Program Leadership and Administrative Support</u> (All matters relating to the development of Extension programs--administration, specialist assistance, etc.)				

12. Please indicate how much importance you feel the Extension Service should assign to each of the areas of work by ranking them from one through thirteen with the most important area receiving a rank of one and the least important a rank of thirteen.

- _____ 1. Improving Farm Income
- _____ 2. Marketing, Utilization, Distribution, and Farm Supply
- _____ 3. International Programs
- _____ 4. Food and Nutrition
- _____ 5. Safety and Emergency Preparedness
- _____ 6. 4-H Youth Development
- _____ 7. Improved Family Living
- _____ 8. Community Development
- _____ 9. Forestry Production and Marketing
- _____ 10. Soil and Water Conservation
- _____ 11. Recreation, Wildlife, and Natural Beauty
- _____ 12. Resource Protection
- _____ 13. Program Leadership and Administrative Support

13. We are interested in your attitude or opinion as to the amount of time you think Extension should be spending in the future on each of the thirteen major areas of work. Let's assume that Extension will continue to be funded at about the same level in the future. In this case, please place an "x" in the appropriate column indicating your opinion as to the amount of time which should be spent in the future on each area of work.

	% of Total Extension Time Spent in 1969	Time that should be Spent in the Future			
		More	Same	Less	No Opinion
1. Improving Farm Income	24				
2. Marketing, Utilization, Distribution, and Farm Supply	5				
3. International Programs	.5				
4. Food and Nutrition	9				
5. Safety and Emergency Preparedness	1				
6. 4-H Youth Development	12				
7. Improved Family Living	11				
8. Community Development	5				
9. Forestry Production and Marketing	2				
10. Soil and Water Conservation	1				
11. Recreation, Wildlife, and Natural Beauty	12.5				
12. Resource Protection	2				
13. Program Leadership and Administrative Support	15				
TOTAL	100%				

14. We would like your attitude or opinion on the amount of time you think Extension is presently spending with the following farmers classified according to income groups. Please indicate this by placing an "x" in the appropriate column next to each farmer group.

Farmer Group	Amount of Time Spent				
	No Opinion	None	Not Much	Some	A Great Deal
1. Large commercial farmers					
2. Average size family farm					
3. Small subsistence farm					
4. Part-time farms (operator works off the farm more than 100 days per year)					

15. Now, considering these same groups, how much time do you think Extension should be spending with each group? Please make your selection by placing an "x" in the appropriate column next to each farmer group.

Farmer Group	Amount of Time that Should be Spent				
	No Opinion	Less Than Present	About Same as Present	Some More Than Present	A Great Deal More Than Present
1. Large commercial farmers					
2. Average size family farm					
3. Small subsistence farm					
4. Part-time farms (operator works off the farm more than 100 days per year)					

16. Please indicate your opinion on the amount of time you think Extension is presently spending with the following clientele groups by placing an "x" in the appropriate column next to each clientele group.

Clientele Group	Amount of Time Spent				
	No Opinion	None	Not Much	Some	A Great Deal
1. Rural farm families					
2. Rural non-farm families (live in rural areas, but do not farm)					
3. Town and village families (under 10,000 population)					
4. Urban and city families (over 10,000 population)					

17. Now, considering these same groups, indicate how much time you think Extension should be spending with each group by placing an "x" in the appropriate column next to each clientele group.

Clientele Group	Amount of Time that Should be Spent				
	Opinion	Less Than Present	About Same as Present	Some More Than Present	A Great Deal More Than Present
1. Rural Farm families					
2. Rural non-farm families (live in rural areas, but do not farm)					
3. Town and village families (under 10,000 population)					
4. Urban and city families (over 10,000 population)					

VITA

Elmer Oscar Strickland was born on April 25, 1935, in Phil Campbell, Alabama. He spent the first seventeen years of his life on a small cotton farm and was active in 4-H and FFA work for seven years.

He was graduated from Russellville High School, Russellville, Alabama, in 1952. He then enrolled at Florence State Teachers College, Florence, Alabama, and completed the freshman year. In 1953 he enrolled at Auburn University and received the Bachelor of Science in Vocational Agricultural Education in 1956. He received the Master of Agricultural Education Degree from the same institution in 1960.

In August, 1956, he was employed as Vocational Agriculture Teacher at Dadeville High School, Dadeville, Alabama. He served five years in this position with the exception of a six-months leave of absence in 1957 for active military duty. In July, 1961, he was employed as Assistant County Agent with the Alabama Agricultural Extension Service in Marshall County with primary assignments in the area of 4-H Club work. He accepted his present position of District Program Specialist at Auburn University in November, 1963.

Mary Will Banks of Dadeville, Alabama, became his wife in March, 1957. They have two children: David, age twelve; and Cathy, age seven.

EXAMINATION AND THESIS REPORT

Candidate: Elmer Oscar Strickland

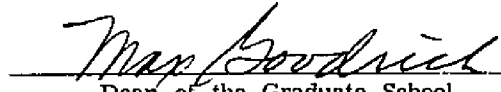
Major Field: Extension Education

Title of Thesis: Role Perceptions of the Alabama Cooperative Extension Service By
Selected County Officials and Extension Agents

Approved:

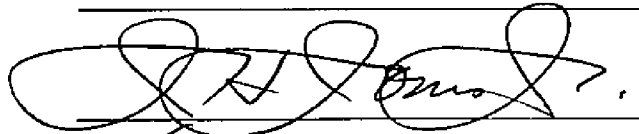
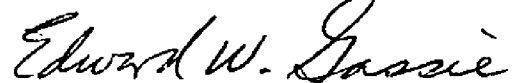
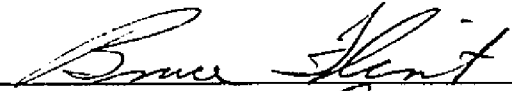
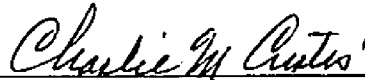
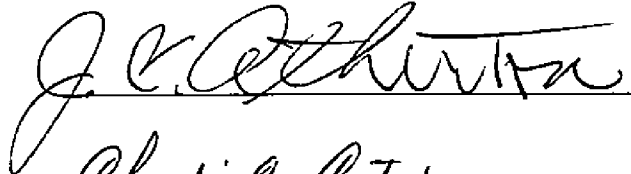


Major Professor and Chairman



Dean of the Graduate School

EXAMINING COMMITTEE:



Date of Examination:

November 22, 1971